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MAY 15, 1984

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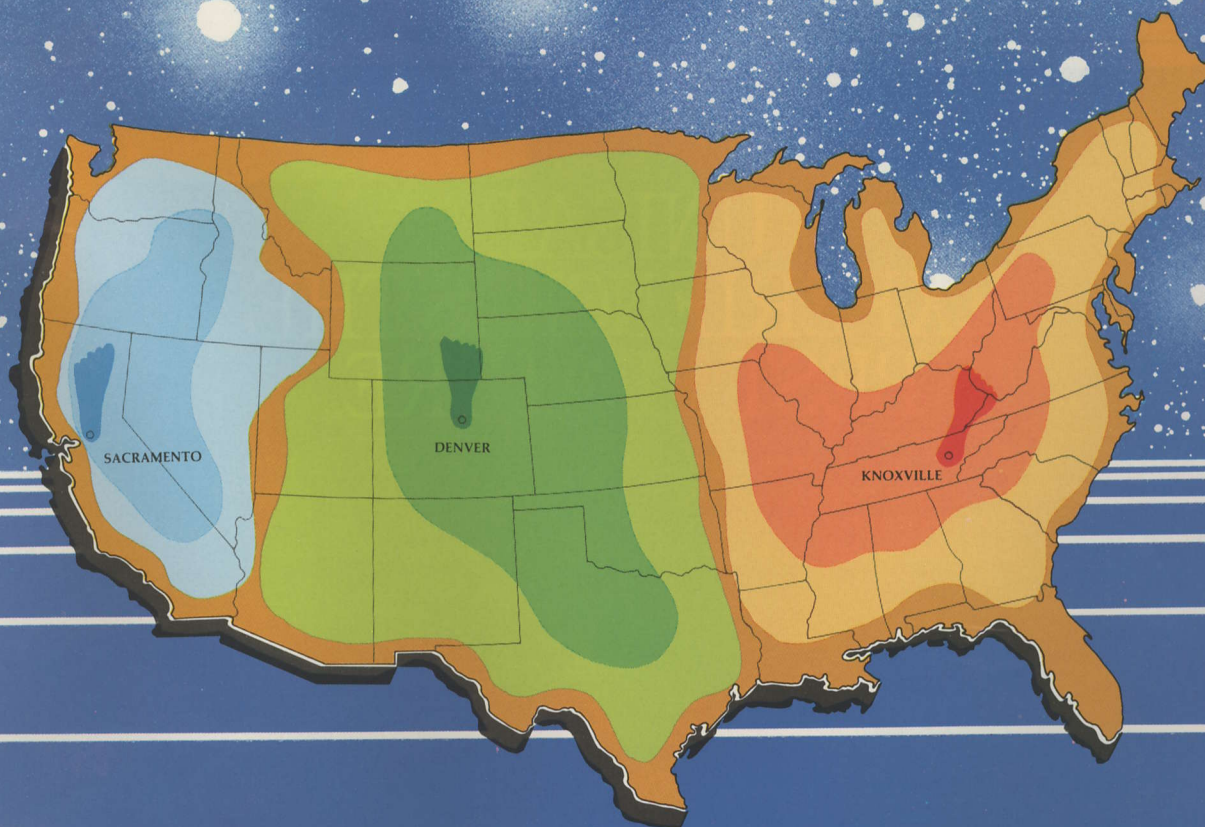
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MAY 15, 1984

**HBO DROPS SHOE**

In our April edition of **CSD/2** we reported that SPACE had introduced a pair of pieces of legislation designed to establish permanent 'viewing rights' for 4 GHz or 'C Band' TVRO viewers. In our May (1st) issue of **CSD** we analyzed what the strong and weak points of the legislation were, and suggested that HBO might go 'either way' on these pieces of legislation. We worried that HBO might elect to oppose the legislation because they contain the 'seeds' for 'rate regulation,' ala public utility type services being 'rate regulated.'

It is not surprising to note that HBO has gone on record, opposing HR.5176; the 'House' bill which was created for the sponsorship of Congressmen Gore (Tn), Tauzin (La) and Rose (NC). HR.5176, if passed into law, would give the FCC the power to 'insist' that premium program suppliers, such as HBO, offer to sell their scrambled TV services to individual home terminal users at a 'fair market price.' Under HR.5176, if HBO and the home viewers could not agree on what was a 'fair market price,' the FCC would be able to establish that price and both sides would be forced to accept that determination.

HBO was written to Congressman Gore making it very clear that it will fight HR.5176 long and hard. In the Gore letter, HBO trots out all of the old and tired arguments. They note:

"... The FCC and the courts have determined that satellite transmissions are not intended for the general public ... but only for paying subscribers."

"The argument that the (cable program) industry's theft of service problem will simply be cured by 'scrambling' is contrary to basic common law ..."

"HR.5176's requirement mandating the marketing of encrypted programming to any individual who

asks for it violates the right of businesses to define their markets and contract with customers of their choice."

In our May (1st) **CSD** we pondered whether HBO would view HR.5176 as a 'first step' towards ultimately regulating the rates which premium service programming firms charge **ALL** of their customers; including of course cable systems. We saw the possible scenario where once the FCC started setting rates for 'home' TVRO viewers, some cable firms or cable subscribers would see an opportunity to get HBO's rate reduced at **their levels** as well, by forcing 'rate making' into the business plan.

**HBO saw it that way.** In their letter to Gore, they write "The type of drastic restructuring of business relationships and organization contemplated by HR.5176 is simply unwarranted where the service in question is not an 'essential' **public utility** service ...".

All of this comes at a time when HBO is just completing visits to six of the industry's TVRO receiver suppliers to talk about the 'interfacing requirements' between present/future TVRO receivers, and their Linkabit descrambler. It also comes at a time when HBO is on a very tight schedule to 'announce' for the first time, in public, at the forthcoming June NCTA show their formal plans for HBO-CBD.

**From HBO's viewpoint,** HR.5176 is not harmless; it gets government (the FCC) involved in their day to day business activities. They (TIME, INC.) are the almost textbook example of what small business seeds (ie. HBO) can grow into, if federal government stays out of their way. They like it that way, and **maybe**, ultimately, the TVRO industry would also be better off if the feds stayed away from HR.5176.

**SPACE/STTI SETTLE!**

SPACE's board, meeting with a bare quorum in Denver May 9 voted unanimously to accept a contract with STTI, to drop all law suits, and end the show battles. The contract was the result of weeks of effort by VP Chuck Hewitt and Rick Schneringer. Under the terms, to be announced this week, SPACE will hold its annual

'stand-alone' trade show in June/July, STTI will hold Nashville in September and the two will 'join hands' for the annual Vegas (February/March) meeting. This 'transition year,' STTI and SPACE will co-host Nashville and STTI will hold its scheduled Dallas (November) show.

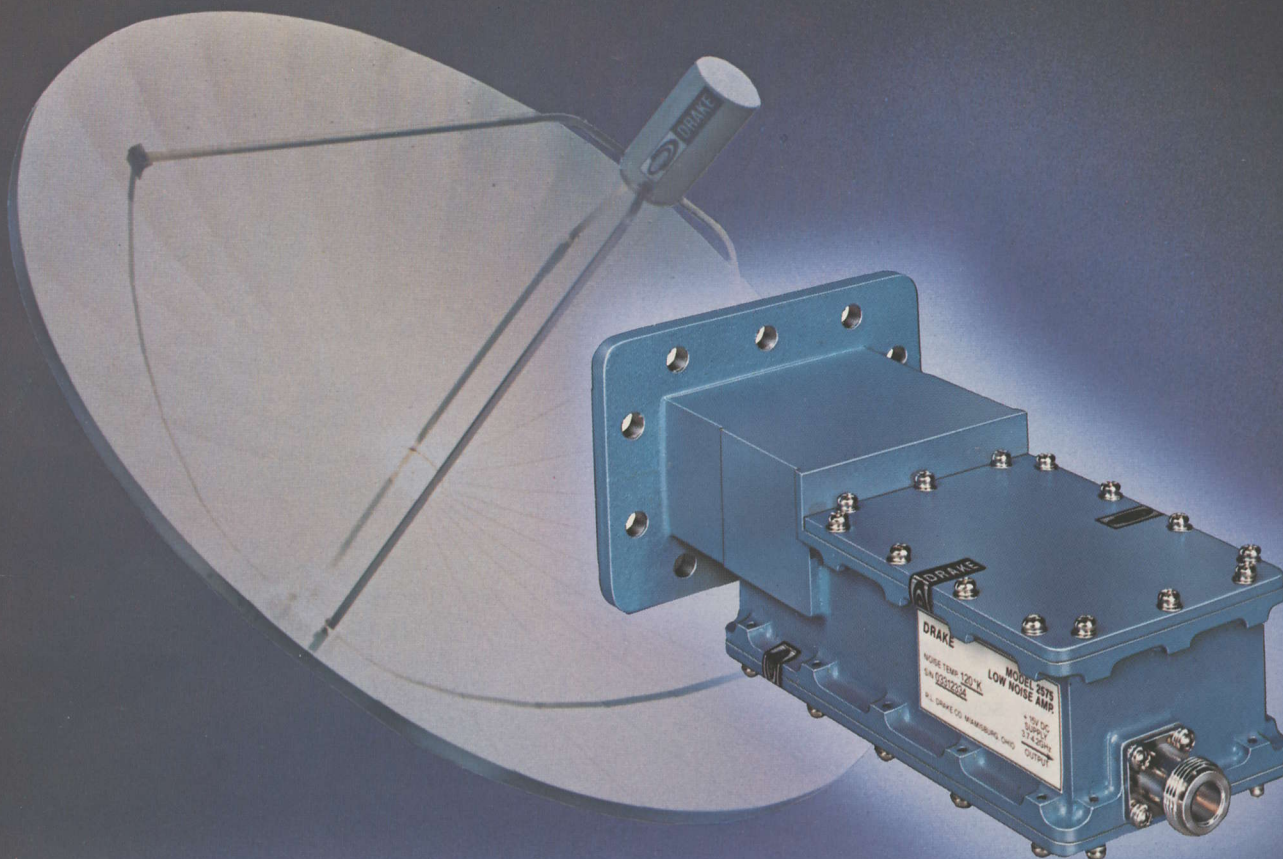
**COOP'S  
SATELLITE  
DIGEST**

/2



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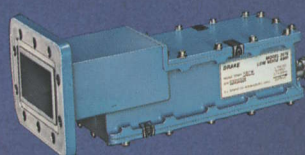
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**DISTRIBUTOR/ News and Announcements**

**ECHOSPHERE CORPORATION** (2250 South Raritan, Building A, Englewood, Co. 80110; 303/935-1909) has released a new multi-color catalog which includes a confidential 12 page dealer 'pricing list'. Reflecting the growth of the industry and the enlarged Echosphere operation, the new catalog has a 100% increase in satellite products and accessories over the earlier version which it replaces.

**INTERNATIONAL VIDEO COMMUNICATIONS CORPORATION** (4005 Landski Drive, N. Little Rock, Arkansas 72118; 501/771-2800) reports their new "80 cent per day TVRO marketing plan," designed to offer home owners a combination 'home energy computer and TVRO system' has met with considerable success in the marketplace. First introduced at the STTI Las Vegas show, firm VP Dave Mullenax reports that the unusual 'marketing twist' has caught the interest of both retailers of home TVRO systems and consumers alike. **CSD/2** has scheduled a detailed look at the package for our June 15th issue.

**MOUNTAINWEST SATELLITE DISTRIBUTING, INC.** (Salt Lake City, Utah) has gone through a corporate re-organization. **George Mitchell**, one of the firm's founders, has purchased the firm's Gould/Dexcel distributorship from the previous partners and under the new ownership Mitchell, and his sons Kevin and Mark, will share operational responsibilities. Mountainwest has also added the Janeil and Uniden/Unisat products to their 'stocking inventory'.

**NATIONAL MICROTECH, INC.** (P.O. Drawer E, Grenada, Ms. 38901; 800/647-6144) is conducting 'Dealer Training Schools' at various locations over the next 75 days. The dates and locations are **May 21-23 in Alexandria, La; June 4/5 in Fayetteville, NC; June 25-27 in Dallas, Tx., and July 23-25 in Fayetteville, NC.** Guy Cayton is responsible for the course matter and dealers interested in attending should call the '800 number' given here. There is a fee for attending the course.

National Microtech has also announced a new 'Dealer Co-Op Advertising Program' through which affiliated dealers receive compensation for advertising done in their local areas featuring products from NM. The advertising allowance is 1% of purchases from NM, includes prepared radio and television commercials as well as newspaper formatted coy, and the 1% allowance is matched 50-50 by funds from NM. Details from Beth Mitchell at 800/647-6144.


**SATELLITE DISTRIBUTORS, INC.** (357 Exchange Drive, Arlington, Tx. 76011; 817/861-5881) has opened offices, warehousing and a showroom in Arlington. Prodelin antennas, Arunta receivers and Draco antenna 'lift' systems are included in the product lines stocked. Marketing concentration will be in the southwestern USA.


**SATELLITE SALES, INC.** (216/461-0000) in the Cleveland area has placed a new 37 foot 'show vehicle' on the road to aid dealers with the demonstration of TVRO hardware and systems. The system includes active display of satellite receivers, stereo processors, antenna lift assemblies, commercial SMATV system equipment and full TVRO terminals. The 37 foot display system will be available to dealers who purchase through Satellite Sales for local displays and promotion, on a scheduled basis.



**SATELLITE SALES, INC.** 37 foot showroom on wheels; available to dealers.

## NEW PRODUCTS/ SERVICES/ EVENTS

 **ODOM Capacity  
Up 2,000**

 **STS Claims  
7 dB Threshold**

**TEKNASAT** (843 East Weber Avenue, Stockton, Ca. 95202; 209/464-5870) has launched a TVRO dealer marketing program which is specifically geared to assist the 'brand new dealer' get started in the TVRO antenna business, with a proper foundation in the marketing, sales and technical aspects of the business. The program was designed by **Thomas P. Spessard** and includes a three day 'intensive training seminar' held in the firm's Stockton showroom. The program includes every aspect of establishing a new TVRO business, including securing financing for retail customers through locally available 'money sources.'



**TEKNASAT** dealer training seminar equipping new dealers for the retail trade.

**UNITED TELECOMMUNICATIONS CORPORATION** (Suite 712, 5800 East Skelly Drive, Tulsa, Ok. 74135; 918/665-7850) reports their first full (reported) month as a 'distributor' in the TVRO field resulted in sales-to-dealers of nearly \$195,000. The firm is forecasting that they will distribute in excess of \$2,500,000 in TVRO hardware during their first 12 months and they are presently preparing to open a warehouse facility in the Dallas/Fort Worth area with one in the Kansas City area to follow. **Patrick T. Pogue** is CEO.

**ANTENNA Product News**

**Kaul-Tronics, Inc.** (Highway 14 East, Richland Center, Wi. 53581) reports their five foot stainless steel antenna, originally designed for the 12 GHz market, is getting interesting results with the pioneers who have tried it (with appropriate feeds) at 4 GHz. The Nova SS 66 is a one piece deep dish with a 10 year warranty requiring a Chaparral or Omni-Spectra feed capable of functioning with dishes in the .3 f/D region. A new series of 'bearing mounts' is also available for the dish line.

ALSO newly available from Kaul-Tronics is a 40 page TVRO color catalog showing hardware systems, parts and pricing for TVRO dealers. A copy may be obtained (enclose \$1 for postage) from Kaul-Tronics, Route 2, Box 637, Richland Center, Wi 53581.

**KLM President Peter Dalton** took the opportunity presented by



the SPACE show in Las Vegas to personally explain the TVRO system to **U.S. Senator Robert Dole** (R/Kn). Dole appeared at the SPACE convention as a keynote speaker and has come out in full support of the recently created SPACE legislation (see **CSD/2** April 15th; **CSD** for May 01) which would establish 'viewing rights' for home TVRO viewers.



**SENATOR DOLE** (left) and **KLM Prexy Peter Dalton** as Dalton explains how the home TVRO system works.

**M/A-COM OMNI SPECTRA** (21 Continental Blvd., Merrimack, NH 03054; 603/424-4111) reports their new Omni-Rotor polarization selection feed system (see **CSD/2** for March 15) is now in routine production and is available through authorized Omni-Spectra distributors. The feed is enclosed in a die-cast aluminum housing to protect the motor, features an in-line mounting configuration for faster dealer installation, and the scalar ring is adjustable over a wide range of dish f/Ds (.25 to .6) without the requirement for stocking 'auxiliary rings' to 'load' the feed mouth for close-in spaced dishes.



**OMNI-ROTOR** now in routine shipment from Omni-Spectra.

**ODOM ANTENNAS, INC.** (P.O. Box 1017, Beebe, Ar. 72012; 501/882-6485) recently held formal opening ceremonies for their new 18,500 square foot antenna production facility just south of Beebe. Representatives of the TVRO industry and the Arkansas Governor's office were on hand to welcome the expanded facility and the increase to local employment in the Beebe region. The new facility has a modern 'Monorail System' which will help speed the movement of antennas and antenna segments through the production facility. Odom expects the new plant to add an additional 2,000 antennas to their production capability each month, bringing their total ability to the

3,200 region per month.



**OFFICIAL** ribbon cutting ceremony at **ODOM** opening the new 2,000 antenna-capable production facility per month. **Bob Nash**, Senior Assistant for Economic Development to Arkansas Governor **Bill Clinton** cuts the ribbon; left to right, **Bill Thornton** (VP), **Bob Mullenax** (President), **Randall Odom** (Chairman and firm founder), **Nash**, **Neal E. Duke** (General Manager) and **First State Bank of Beebe** President **Garland Kirkpatrick**.

In the 'new product area', Odom has released the following new products to the industry: A trio of new polar mounts for 8 and 10 foot antennas (featuring structural steel frames, an adjustable mounting point, ball bearings and a double-bearing jack); an environmental LNA cover designed to protect TVRO electronics at the feed; and, an easy-mount buttonhook feed support system designed to work with 8 and 10 foot dishes, over a focal length range of 34 to 40 inches. The feed has an anodized gold finish and is all aluminum in construction.

**QUADRALITE, INC.** (114 W. Corsicana St., Athens, Tx. 75751; 214/675-1436, or 212/371-2335) reports the final winner in their Las Vegas STTI 'Who Can Put This Antenna System Into Operation — The FASTEST' contest. He was **Bob Crean** of **White River Junction, Vermont** and he set a "World's Record" (watch out Guinness!) of 8 minutes and 4 seconds for going from a factory shipping carton to a complete operational TVRO antenna system. QuadraLite staged the 'contest' to draw attention to their proposed \$995 (retail) "Joe Six-pack" marketing plan which they hope to put into action this summer. Their concept is that a complete terminal, featuring the 4.5 foot QuadraLite dish and mount, can be retailed for under \$1,000 and because of the very simplistic steps required to take the system out of the carton and put it into operation, even a 'novice' such as winner Crean can be operational in a very short period of time. QuadraLite is presently securing financing to make the marketing program possible and expects an announcement this summer.

**SATELLITE TRANSPORTATION AND ERECTION EQUIPMENT, LTD.** (STEEL, P.O. Box 639, Skyland, NC 28776; 704/274-5634) has created an interesting antenna 'erector system' which allows one man to build and erect TVRO antennas up to 12 feet in diameter all alone. The erector unit is built around a (farm type) tractor unit and provides mechanical, hydraulic and electrical power to do all of the antenna installation and erection steps which were previously 'labor intensive'. The system provides transport for two complete TVRO systems, on-board water, AC power, cement mixing and storage.

#### RECEIVERS

**ARUNTA SATELLITE TELECOMMUNICATIONS** (P.O. Box 15082, Phoenix, Az. 85060; 602/956-7042) has a pair of new receivers for TVRO dealer consideration. The **STR-426 (Invader II)** is a high performance, medium-priced receiver featuring digital display of transponder, audio frequency (tuned), Polarotor ® probe position, and the fine tuning voltage range. The **Invader II** also has automatic polarity switching, automatic audio tuning (remembering the last used



audio frequency for any transponder), polarity reversal, a multi-function infrared remote control.

Their second new receiver, shown at the STTI Las Vegas show, is the **Interceptor II** microprocessor based receiver. This unit features a novel 'sync regeneration' circuit which replaces noisy inward bound sync with receiver created sync (ending picture jitters on weak signals), a graphic 'overlay' display (on screen) of the many functions selected by the infrared remote control, quartz-synthesized audio and video tuning, and an on-board programmable actuator which remembers as many as 100 satellite locations, names, skew and polarity.



ARUNTA INVADER II satellite receiver 'remembers'.

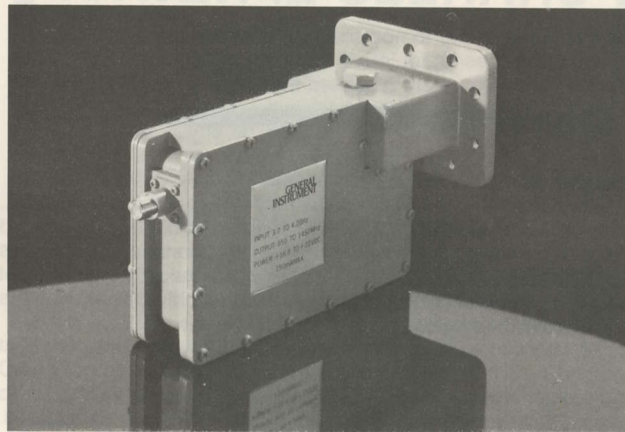


WINNER CREAK (left) with QuadraLite 'inventor' Rick Eye. Creak won a complete QuadraLite system for his 'world record' effort at Vegas.

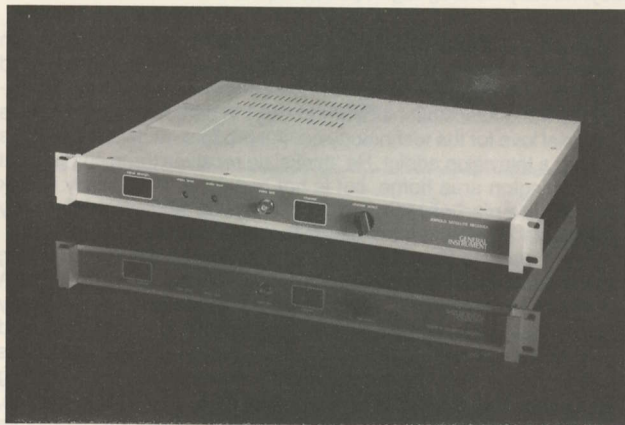


ONE MAN/and this rig and you can install a dish up to 12 feet in size all by yourself.

**GENERAL INSTRUMENTS**, through their RF Signal Division (4229 S. Fremont Avenue, Tucson, Az. 85714; 602/294-1600) has announced a new 'CATV quality' 24 channel agile receiver following block down conversion techniques for use in SMATV and top-end home installations. The system consists of the C4LNB low noise amplifier/block down conversion package (950-1450 MHz IF), an optional RBDC-4 block down converter for use with systems that have existing (or planned) 'stand alone LNAs,' and a rack mounting C4R satellite receiver. The receiver uses synthesized tuning for all 24 channels, covers 6.2 and 6.8 MHz audio subcarriers 'standard'. A phaselock loop detector is inside and a (typical) threshold of 7 dB is claimed. A relative signal level indicator is on the front panel.



GI C4LNB-120 LNA plus down converter (LNB).



GI rack mounting C4R 950-1450 MHz IF block down conversion demodulator.

**LOWRANCE ELECTRONICS, INC.** (12000 E. Skelley Drive, Tulsa, Ok. 74128; 918/437-6881) has released additional information concerning their new System 70 satellite receiver system which was shown for the first time in Las Vegas. The system is 'adaptable' to allow the installer to opt for **either** standard single-receiver technology using a 70 MHz IF **or** the system is field-changeable for block down conversion operation when two or more separate TVRO receivers are to be connected to the same antenna system. In the 70 MHz IF system, Lowrance reveals they have created a new, patent-pending 'phase shift discriminator circuit' which is 'etched onto the receiver circuit board'. The inductors used in the phase shift network consist of spiral wrapped 'coils' etched onto the circuit board and these inductors in turn become a key part of the video detection/discriminator circuit. Lowrance claims the precision, etched inductors result in a far lower-distortion demodulator circuit which produces crisp, clean color every



## NEW SPACE POINT MAN CHARLES E. HEWITT

### SAVIOR, Saint, or, Sucker?

Charles E. (Chuck) Hewitt is the new manager for SPACE/STIA. He finds it amusing that those who interviewed, hired and announced him to the industry refer to him as the 'General Manager.' He believes that term stems from the 'business side' of our industry and he is not quite sure **what he is**, yet, but plainly is not terribly pleased with the title 'General Manager.'

SPACE's internal battles have amused nobody. Not even that dreaded foe of foes Home Box Office has been amused because HBO has designs and plans on and for 'our industry,' and to them a stable home TVRO industry is important if their plans are to succeed. SPACE/STIA has engaged Hewitt to clean up a mess, to provide much needed professional direction, to chart a course and to get the body/industry working together. Hewitt has his work cut out for himself.

**Hewitt is a diplomat;** he may even be a politician. He comes from outside our industry, knows very little about satellite television, and while he has experience in both trade associations and space-oriented trade associations (and industry) in particular, he professes no special love for the technology nor the product we deliver. Hewitt is not even a television addict. He 'thinks' he receives three channels at his Washington area home, but is not certain of that. Plainly Chuck Hewitt is not a man who is going to be 'swept up' and overpowered by the glamour and excitement of our rapidly emerging technology.

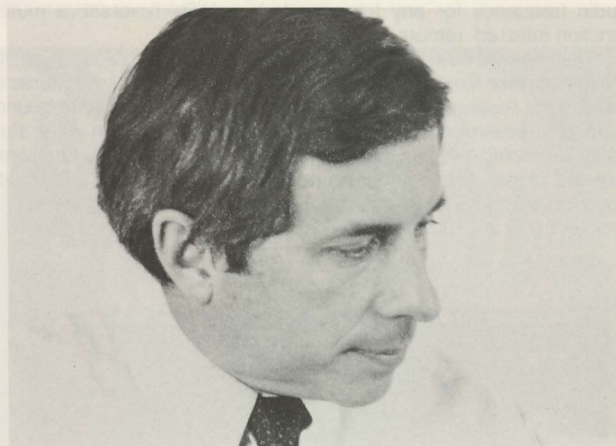
Hewitt was besieged with requests for 'press interviews' during and immediately following his 'coming out party'; the SPACE/STIA Las Vegas convention this past March. We chose to leave him totally alone at that point, certain that he was operating in overdrive and probably not yet quite sure where the executive men's room was located. Then in mid-April we visited with Hewitt and sitting on folding chairs in the new SPACE/STIA headquarters in Alexandria, Virginia, with a folding cardtable between us, we talked about the challenges facing the man and how, strategically, he hoped to deal with an immature industry that routinely eats its own young for lunch.

**CSD:** How did you find out about our industry? What led you to SPACE, and how did you learn of our need(s)?

**Hewitt:** "It was sort of a stumble. A head hunter submitted my name and my resume to the organization for consideration. I had been looking for six months or more for the opportunity to get back into trade association work. I was looking at everything from tax free foundations to trade associations and professional societies or professional organizations. I first met with **Rick Brown** who described the organization . . ."

**CSD:** Accurately?

**Hewitt:** "I think for a preliminary meeting he gave me a general 'PR' type description of the organization, its growth, and its problems. Next I met with **David Johnson** and later met with **Pete Dalton** and **Taylor Howard**. I understood the three of them made up the search committee. The irony of all of this is that after my previous trade association work, I had told myself that there was one thing that I did not wish to do; jump back into an organization that had all sorts of start-up problems, headaches, internal dissension and a few things



like that. And then what I found myself doing was getting very excited about that very thing!"

**CSD:** You spent some time with another space-oriented group. What was that all about?

**Hewitt:** "The National Space Institute was founded in 1975 and I was their first employee and Executive Director. It was really an exciting organization, founded by Wernher von Braun and some aerospace companies. It had the dual purpose of trying to educate the public on the importance of the space program, why we should support it, what benefits of technology were coming out of the space program, and, equally important, to try to get the space program and NASA in particular to orient its goals towards national goals. In other words, stop talking about **building** a space platform; tell us **what** the platform was going to do. (NASA spent a period of time not being very clear about its objectives; they would approach Congress for funds and describe what the funds would be used **to build**, not what the thing they would build **might do** for the nation or national goals.) That was an exciting period because it was a start-up organization, from scratch. It was a foundation, not a (trade) association. There was always a financial struggle to keep it going."

**CSD:** Some weeks ago you were introduced, formally, to our industry in Las Vegas. How severe were your first impressions?

**Hewitt:** "My excitement is still there, my enthusiasm is still there. It is probably even higher today than it was in Las Vegas. The one thing that comes from meeting the people involved in an industry, even in the midst of some serious problems within the industry, and the association itself, is the tremendous amount of energy that comes out of the individuals who make up the industry. The energy that I saw in Las Vegas convinced me, more than anything else, that I had made



**THAT WAS AN EXCITING PERIOD/ because it was a start-up organization from scratch.**



the correct decision."

**CSD:** At any point during your Las Vegas experience did you have 'second thoughts' about having taken the job?

**Hewitt:** "The more I heard, the more I saw, the more challenged I was. It raised my challenge-spirit up. If I feel that most of the issues bothering people can be resolved, and if I feel that I understand what it is that is bothering them well enough to appreciate the problem, then I simply accept what I hear as a further challenge and I want to move ahead to find solutions to their problems. Now, if **some** of these problems I am hearing cannot be resolved, I am going to be very disappointed. Part of it could be me, part of it could be the people I am dealing with . . . but I think that from virtually everything I have heard so far, I can get (us) on with resolving the internal struggles so that we can concentrate on the external struggles facing the entire industry."

**CSD:** During the Board meeting, a Director asked what outlines have been prepared and what list of responsibilities had been handed to you. The answer we recall was nebulous; there was **no job outline** presented to you, and **no list of responsibilities** existed. Surely you did have detailed discussions with **someone** concerning what was expected of you?

**Hewitt:** "That was Taylor (Howard) and Peter (Dalton). And before I would accept the job, I had to understand, clearly, what was expected of me. Most important to me was understanding what my role was, what my authority might be and if it didn't coincide with my own thinking, I knew I should not take the job. I do have a very brief letter, outlining in general terms, the job, and what the responsibilities are. It didn't bother me too much that the exact role had not been defined **because as far as I could tell, the whole organization has not yet been defined!**"

**CSD:** Shouldn't defining who or what SPACE is, who we are trying to serve, what the limits of our 'coverage' might be take a top priority spot with you?

**Hewitt:** "Absolutely. Part of my responsibility will be to offer my help in designing what SPACE is, and will be, in the future. From that role-definition will come a better statement of what the Executive Vice President should do."

**CSD:** Executive Vice President is a title. Are you happy with that description of your job, whatever your job turns out to be?

**Hewitt:** "All through our discussions everyone kept using the phrase 'General Manager' which is a term used in profit making operations, not trade association work. But **their use** of that phrase **made it very clear to me** that they felt I would be responsible for the total management of the organization. Normally a General Manager would report to either a higher corporate office or a Board of Directors."

**CSD:** Could you write a job description **today** which you could not have written in Las Vegas?

**Hewitt:** "The only difference would be this; it might be a little easier today to write a responsibility line, who is responsible for various types of functions. We have a General Counsel, we have a Board and we have a 'general manager.' We may even have some committees. This is all starting to come into better focus now. One thing that **is** very clear to me is that a Board of Directors, representing the membership of an organization, has the **full authority and responsibility** to set **all policy** for an organization, establish the organization's budget, and establish priorities. It is **their duty** and **their responsibility** to do those things. It is **my duty** and responsibility to implement those decisions. I may be asked to advise, or recommend, to the Board. But it is **the Board** that **must make** those decisions."

**CSD:** SPACE revised its by-laws at the January meeting. You are an attorney by training although we understand that you do not practice law. Still, that training gives you special insight into the framing of common legal documents such as corporate by-laws. Have you had the opportunity to read over our by-laws, and if you have, do you see areas where the by-laws may not be properly structured to carry out the mandates of the organization?

**Hewitt:** "The (SPACE) bylaws **do need extensive revision**. I am, however, resisting any modifications in the bylaws on the part of the board **until** such time as we have made other decisions concerning the structure of the organization. **The present (bylaw) structure** of the organization **does not provide** the avenues we need for greater

membership participation, communication and decision making which is necessary in an organization like this. I would like the Board to deal with the problem of (organization) structure and how you create opportunities for (greater) membership participation and to assure that you are providing competent leadership; **then** we will change the bylaws."

**CSD:** It has been difficult for members to obtain a copy of the bylaws in the past. Is that something mechanical which you can handle?

**Hewitt:** "Very clearly. Bylaws are our fabric. Any member who needs to have a set of our bylaws has to but contact me (\*)."

**CSD:** There have been other problems, in the past, with getting **anything** out of the SPACE offices that you did not pay 'something extra' for. What is the solution to this?

**Hewitt:** "It is a question of orientation of the staff. Once a staff knows and understands what it is 'there' for, once they understand that **their duty is to serve the member**, then answering telephone calls, returning calls, and getting information out is second nature. I'm not placing any blame on anybody (for the past), this is simply an evolutionary step we have gone through and in the next several months we will have a staff which will turn around requests promptly and efficiently."

**CSD:** Give me one word that describes the growth of SPACE to date.

**Hewitt:** "Evolutionary. I do not see anything associated with SPACE which is unusual. Of course not every trade association has evolved like this, not every industry has evolved this rapidly where you did not have a lot of problems. Clearly, what worked **two years ago** is **not going to work today.**"

**CSD:** Relate SPACE, today, to SPACE one year from now, as you see it.

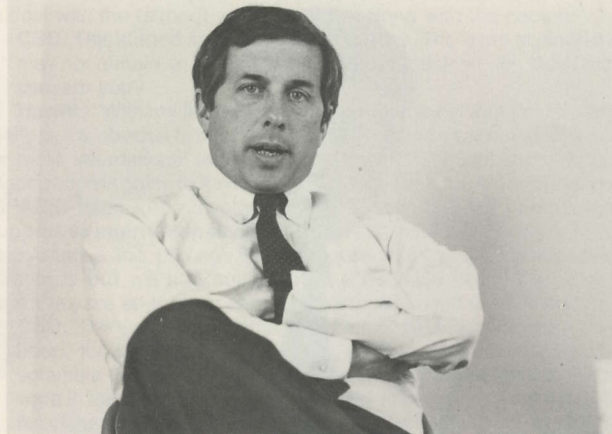
**Hewitt:** "SPACE will finally define its own basic objectives and goals. It will establish its priorities and we will start to move into areas where we have not moved previously; such as education and standards. It will establish new structures so that **more members can participate** and I will be personally disappointed if we don't triple the number of people participating in the decision making processes."

**CSD:** But you are not suggesting that we triple the number of people on the Board of Directors? We presently have 23 and that would give us a 69 member board!

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**\*/ SPACE-STIA's new offices are located at 709 Pendleton Street, Alexandria, Virginia 22314.** The new telephone number is (703/549-6990). All contacts to SPACE should now go here rather than to the previous SPACE/Brown and Finn address in Washington, DC.

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**I WILL PERSONALLY be disappointed if we don't triple the number of people participating . . .**



**Hewitt:** "Absolutely not! I **am saying** that when we are properly structured, we will have all sorts of options for greater member participation. I see much better use of off-board committees, councils and other types of entities which will get more people involved in the fact finding and decision making processes."

**CSD:** The terms of your own employment are between you and the Board. At this point they appear to be between you and the search committee which found and engaged you since the Board is not yet aware of what those terms are. Can you describe in general terms what your agreement with the search committee is?

**Hewitt:** "I said I wanted a contract; a written contract. And, I was given a five year contract, renewable in two years for ten years."

**CSD:** Is that what you got?

**Hewitt:** "We don't have it yet! **That still needs to be drawn up**, and it appears it will be my responsibility to draw it up. Frankly, I have not given it top priority. I feel a lot is going to happen in the next six months that will either make this association work, or not work. And it won't be very relevant to me if things don't work, whether I have a contract or not!"

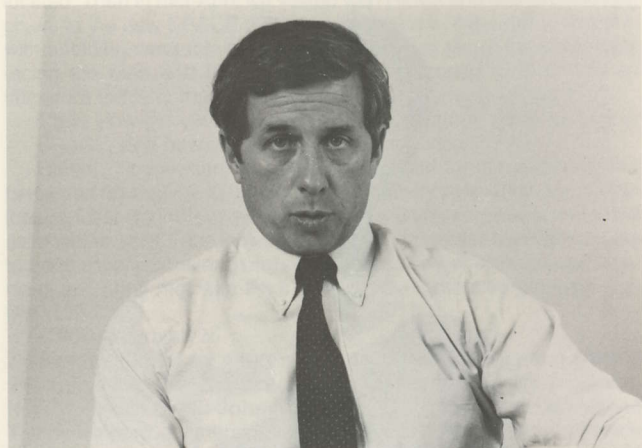
**CSD:** Are you giving yourself a 'sporting chance' to survive here?

**Hewitt:** "I said when I came in that I would establish a schedule, a time table, when I would hope to have certain things in place, certain programs functioning, certain changes made. I can't solve all of the problems at once, especially when I am from outside of the industry and I have a tremendous learning curve ahead of me. I intend to tackle one or two major things at a time, on a well publicized list of priorities, and that **does mean** that some things are going to have lower priority and not be looked at for several months."

**CSD:** Given the magnitude of our problems, the evolutionary nature of our growth, would this industry have been better off, or worse off, had we looked **within** the industry for the man to sit in the chair you are now sitting in?

**Hewitt:** "Without talking about this industry specifically, let me give you a real bias I have. I think that the majority of the (trade) associations that are really successful have management which is not from that particular industry. As an example, the reason you find the American Medical Association struggling for survival today is that they have always been managed by doctors. I think it is a serious problem for the American Bar Association that they have lawyers at the top of their management structure. From a philosophical base, I believe it would be very difficult to be in this position if I had all of the training and background that you, for example, have. It would be very difficult for me, given that kind of background, to keep my biases from making me do things 'my way.' I might think that 'my way' would be the best, but unfortunately a majority of the members might not agree with that. I think it is therefore very hard to select from internal-to-the-industry a person to be your 'paid, fulltime, lead staff position.'"

**CSD:** Talk to us about Charles Hewitt, the person.



**I WORK VERY HARD/** I play very hard. It is very difficult for me to always know which I am doing.

**Hewitt:** "I am from a small town in western Kansas and possibly the best example of the cliché that 'you can take the boy out of the small town but you cannot take the small town out of the boy.' I wear pin striped suits but I would prefer to dress more comfortably and do whenever the opportunity arises. I attended the University of Kansas and I am a Jayhawker through and through. I am divorced, with two children in California aged 13 and 16. I work very hard and I play very hard. It is very difficult for me to always know which I am doing. I am a 'jock'; even at my present age of 44 I am on a softball team, a volleyball team, a basketball team; I waterski, I snowski, I play (tournament) tennis, and I play golf . . . poorly!"

**CSD:** Talk about physical facilities. You have been securing an office for SPACE and we are in fact sitting in it. What **was** your criteria in locating an office?

**Hewitt:** "We needed someplace which was clearly identifiable as being **away from the previous operation**. We needed a place that was nice enough that I would like to go to work there and so that I could get the kind of people we will need to hire to also want to go to work there. **The problem was price.** Alexandria (Virginia) is generally considered a 'low rent' district, when you compare prices here to say downtown Washington. Let me give you an example of that. This is six offices plus a front entrance hall which is itself large enough for a receptionist and telephone switchboard operator position. Now one office, **not six**, in the 'district' will cost you \$500 a month. These six offices — plus, cost us \$980 per month. This is below \$10 a square foot while the district runs to \$25 a square foot."

**CSD:** Has anyone suggested that ultimately, from this facility, there ought to be a way, **here**, to display what it is our industry does and the equipment which we use to do what we do? **How about putting a terminal here at the office** so that as you educate people to our industry, you could give them a first-hand demonstration of our capacity?

**Hewitt:** "I thought about it, but have not spoken with anyone about it. We may not be able to do it right here, however, because we have only a one year lease on this premise, plus a one year option. I think you should be able to illustrate the kind of business you are in and it would seem to me to be especially important in a field such as ours where so much of what we do is unknown and totally new to so many people. The answer is 'yes, that would be very desirable' and if we get the association on a strong footing, a strong financial base, then maybe a year or two from now we should take a hard look at that suggestion."

**CSD:** We would point out that if you are concerned about getting the equipment you would need for such a working display at our 'national headquarters,' as a function of having the funds to acquire such equipment, **you have but to ask of the industry** and you would not be able to get in the front door of the office; equipment would be stacked up clear to the street, donated or on 'permanent loan' to the trade association.

**Hewitt:** "They can do that at my house if they would like . . . I will demonstrate it at home for them!"

**CSD:** How big a staff do you see in say six months time?

**Hewitt:** "That's a tough question. The size of the staff will depend upon which of the goals the board decides have top priority. Just as an illustration, **take publications.** The Board could make certain decisions which would require me to have a full time editor, an outside half-time editor or it could make a decision where I don't have an editor at all. So much will depend upon the decisions of the Board (\*\*)."

**CSD:** What about the functions that will be carried on from this office?

**Hewitt:** "Almost the same answer. Until the Board makes a priority list I honestly do not know. Let me relate my philosophy of staff so that you understand where I am coming from. I believe in having a small, highly professional staff. Associations have just the opposite tendency. They like to pay **low scale** wages and hire **too many** people. I will resist that a great deal. As an example, there is a tendency to hire four people at \$25,000 each per year instead of one person at \$45,000 a year. Again, **I will resist that.** I would really rather have **six** strong professionals with **six** clerical people behind them and never be any bigger than that."

**CSD:** Describe your relationship with Rick Brown; he played a key



part in finding, and hiring, you.

**Hewitt:** "I met Rick in that first interview and we talked perhaps 45 minutes. My next meeting with Rick was a very brief meeting as he introduced me to Dave Johnson. After I was offered the job by Taylor (Howard) and Peter (Dalton), and I accepted the job, I went in and sat down with Rick to discuss in more detail the organization. I would say that **one** of the things that I will have to work out will be the relationship between the management of the organization, here, **and the law firm**. In particular, we have to work out **how Rick Brown** will interface with this management, me, and **how he will interface with a Board** and perhaps an Executive Committee."

**CSD:** Then none of that has really been addressed yet?

**Hewitt:** "No and it is a little premature right now to address it. But, it has to be addressed."

**CSD:** Possibly the same scenario will be said about the lobby effort for the industry. We have a **pair of bills before Congress right now**; the product of Brown and Finn. Between the introduction of these bills, and their passage, or defeat, there is a long series of steps to be taken. Do you have any thoughts on how much time could pass before we have a decision on whether **either** of those bills might become law, or, what posture or responsibility **you and your office** might have in pushing those bills?

**Hewitt:** "Remember that being new, I am doing some of this on speculation. However, from what I can gather from the people I have talked to, **the chance of either bill** being pushed real hard in the next twelve months **is not real great**. And actually, from my management perspective, that helps me a little bit. It gives me much more time to become knowledgeable in the field, to get to know more people, and also to sort through how best to handle our legislative and legal matters. One of the (big) difficulties we have right now is that we are stretching a limited number of dollars in both the legislative and legal areas. If we did get hit by another crisis, that **might** place pursuing the bills totally out of (dollar) range. I hope that by the time we really start moving those bills that I will be positioned so that both this office and members of the Board can play a stronger role in pushing for their passage."

**CSD:** Have you been able to focus, yet, on the role played in our industry by the dealers?

**Hewitt:** "Not as much as I need to. I have tried to make it clear, in Las Vegas and since then, that **I do want to hear from the dealers** and the distributors. From the dealers I have talked with, I would have to say that my impression is that the organization has not been very responsive to what they feel we should be doing. I need to focus on how I can increase the dealer input to my office. I need to hear from them and I need to know not only their problems but their suggested solutions."

**CSD:** Does the relatively low penetration, by SPACE, of dealers bother you?

**Hewitt:** "A great deal. I think once we have created the structure and the kind of programs that dealers need, then we should go after a big increase in dealer memberships."

**CSD:** Shows. You have been spending a great deal of time, of late, in private meetings with Rick Schneringer. Where does the resolution of the show conflicts fall with you in terms of priorities?

**Hewitt:** "It is a very high priority. I must do everything in my power, on behalf of the association, to try to resolve the problem. Rick (Schneringer) seems just as hopeful of working this out as we are. It is a high priority and I hope to have something concrete here before the SPACE Board meeting on May 9th (\*\*).

**CSD:** Reflect on what the show turmoil has done to the present officers. We had a brand new set of officers and many new Board members last November. Before the new officers could begin to implement ANY new programs of their own for the trade association, we found ourselves buried by the show battles. Since our officers serve for one year, **is it not possible** that Dalton and Johnson may go down in history as **'wartime officers'** who never had the opportunity to really do anything **positive** for the industry;

\*\*/ See page three here for a possible update on the actions taken at the May 9th Board of Director's meeting.



**ONE OF THE THINGS/ I will have to work out will be the relationship between the management of the organization, and the law firm.**

all of their tenure may be recorded as fighting the 'show battles'?

**Hewitt:** "It is probably not fair to them. We may never know the true measure of either man as a result of these circumstances. Any conflict such as this that detracts from the available time for men such as Johnson and Dalton to make positive contributions to the industry is bad for the industry. **And that is why** it is so important that we do everything we can to try to resolve the issues so we can get on with the **true business** of the association."

**CSD:** Looking at the Board of Directors of SPACE, we have as many as 23 people and a substantial number of them, the majority, are 'entrepreneurs.' Does it concern you that entrepreneurs as a group are typically very strong willed, and perhaps not very flexible or bending in the way they approach negotiations, **or**, new (competitive) ideas?

**Hewitt:** "That doesn't really bother me because if you take a look at the strong (trade) associations in this country, the ones who are successful have a very strong leadership. These strong leaders may not come directly from entrepreneur backgrounds, but they usually come from a strong business background. And what makes those trade associations strong is that this type of strong willed people put those kind of strong energies into everything they do, **including** their trade association work. That may make it tough on the association management because you have such diverse opinions to work with, but the **total energy** put forth typically outweighs that. Anytime you have a board member who has energy, who has enthusiasm, and wants to get something done . . . **that is the kind of board member you want to have on your board**. And you hope that you will be able to deal with the (strong) wills that come along with the person."

**CSD:** This started as an American industry. There are signs that it may not remain an 'all' American industry much longer. Does that concern you?

**Hewitt:** "With my limited detailed knowledge of what the industry really is, it is obvious to me that it is changing, that it will broaden into a far more international industry. I think that is something which the organization is going to have to wrestle with. There is no doubt that we (SPACE) need to be involved internationally, that **we need to be supportive internationally**. But there is also no doubt that we need to help America, too, perhaps first. I am not sure those are incompatible objectives **but** we had better be sure we have defined what our objectives are so that we can conduct ourselves in both arenas."

**CSD:** The subject is Home Box Office. SPACE's premise has been, for some time, that if and when the premium services scramble, it will be very, very important that the dealers in hardware in this business have some ability to be a part of the marketing of the scrambled services, as well as the hardware or descramblers required to bring in those scrambled services. Suppose, however, that HBO decides to scramble but that they will market their scrambled service **ONLY** through their cable television affili-



ates. How do you see SPACE reacting to that situation?

**Hewitt:** "That would clearly be a top priority issue. It is too important to the future of our industry to lose that segment of the marketplace. We would have to examine everything from anti-trust and legislation to going to HBO to negotiate."

**CSD:** You have called a SPACE Board meeting, in Denver, on May the 9th. The industry will be reading these comments after that meeting by a few days. What is the reason for this meeting in Denver and what do you hope to accomplish there?

**Hewitt:** "I made a commitment to the President and the Chairman that within six weeks of my coming on board I would attempt to present to the Executive Committee and the Board some basic concepts on re-structuring the organization. I want us to take a hard look at each membership area, what kind of services we should be offering in each, and to determine where and what our immediate priorities might be. The May 9th meeting is that meeting."

**CSD:** Possibly the **best** outcome of the meeting might be a new direction for SPACE. What about the flip side, **the least** we can expect?

**Hewitt:** "I think the minimum outcome would be that they would say 'OK, we understand these things now' **and while we take time to consider what the alternatives are**, 'here are some instructions to you to move ahead in the following interim areas.' I think there may be so much all at one time that they will ask for more time to sort through it all and to come to some later final decisions. **Some of the decisions will not be easy decisions** because they could change the very nature, the fabric, of the trade association."

**CSD:** Explain how you perceive the present Executive Committee and what changes you might like to see there.

**Hewitt:** "The Board, trying to be responsive to the different membership groups, has grown to a size which is frankly non-manageable. So there was a need for a more functional group of people to make the decisions. And the Executive Committee was formed; the four officers and Counsel. Subsequently, **Counsel was taken off** the Executive Committee."

**CSD:** Would **you** be on the Executive Committee?

**Hewitt:** "No."

**CSD:** Would you want to be?

**Hewitt:** "No."

**CSD:** What is your recommendation for an Executive Committee?

**Hewitt:** "First of all, I will recommend that **no staff person nor contractee** should serve on the Executive Committee or on the Board. These non-elected people should not have any voting power(s). I think the Executive Committee might be a little broader, but still small enough to be an effective decision making group."

**CSD:** And the balance of the board?

**Hewitt:** "It **may** be too large. Or, perhaps it is **not** too large but we need **more sub-working groups**, committees for example, to put more people to work on fact finding, developing recommendations for policy, and bringing their recommendations to the full board for

approval or molding."

**CSD:** Let's talk about state or regional areas. It has been curious to us that virtually every trade association type in the world has local, state and regional sub-associations. The plumbers have a local group, contractors have state contractor associations, and they **all have** national trade associations. Yet with the possible exception of the State of Arizona where some dealers got together to battle a local zoning problem, there is no such movement in the TVRO area. How does this strike you?

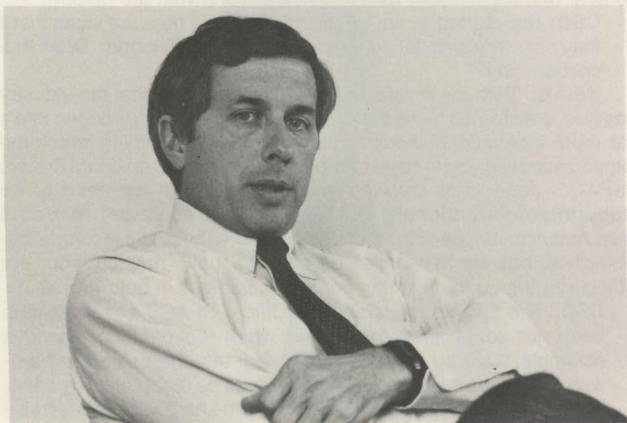
**Hewitt:** "I am really surprised there has not been more grass-roots organizing efforts. **I think that this is something that SPACE needs to help implement.** There are certain types of dealer problems which are either local or statewide at best. It is impractical, even impossible, for a national association to go and help **every** dealer (member) with **every** problem he has. I suspect we may only be seeing the tip of the iceberg in these zoning cases, for example. I think the way to **really deal with zoning cases** is to unite on a local level and then for SPACE, the **national** trade association, to support that united group. I will be recommending that where we have 'the energy and the leadership' that we start developing state and regional (trade) associations."

**CSD:** How about your office putting together a small pamphlet, perhaps including a sample set of bylaws and some general legal and functional advice, which a group of dealers in say Alabama could use as a game plan to start a state or local dealer organization? Is that not a positive, concrete action that **your office** might take to **help these people** get started?

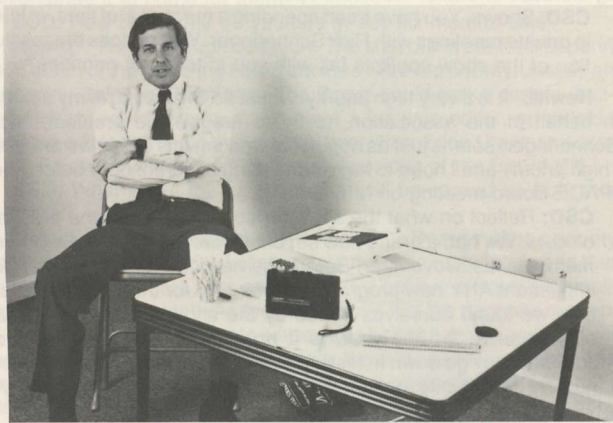
**Hewitt:** "My thought processes had not gotten that far but I certainly agree we could and should do **exactly that** to help this process get started. It is like urging everyone to plant a 'Victory Garden'; sometimes you have to hand out seed packets!"

**CSD:** Do you have any special message to the industry; something which you think we all need to be focusing on as we settle back to watch how you handle your office and the industry?

**Hewitt:** "I would like to emphasize two things. Number one, after the May 9th Board meeting, I will be publicizing a schedule of priority items. Each priority item will have a certain date, a cut-off date, and I will be asking **ALL** of the industry to write their comments on each item and to submit those comments by the published cut-off date. In this way **everyone who has an opinion**, a suggestion, or a criticism will have a fair and equal opportunity to place their input into the hopper on each item on the priority list. We need every possible comment, no matter how brief, or how long, so that every possible way of tackling a problem is considered before an individual game plan for that problem is trotted out for the Board's consideration. And as a part of that, I hope that people looking at the schedule recognize that while the schedule may slip here and there, every effort will be made to maintain that schedule as closely as possible. Not everything is going to change overnight. It may take eight months, it may take four months. **If it was solely up to me, it would be yesterday!**"



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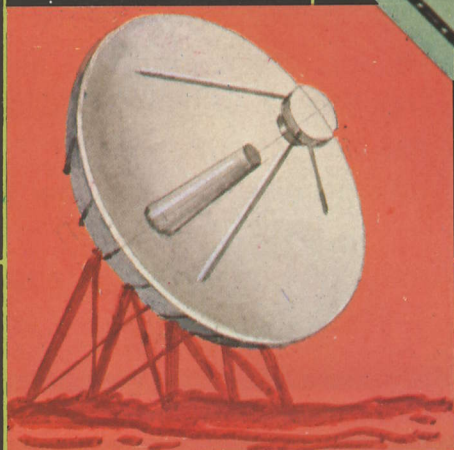
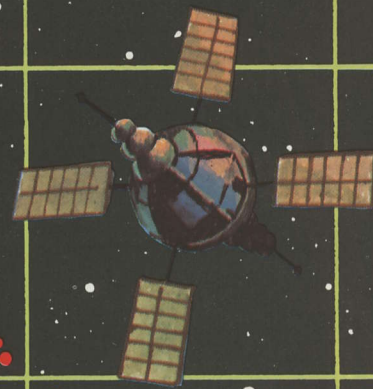
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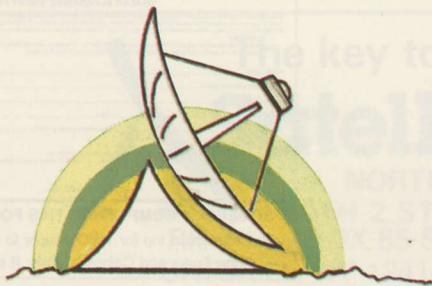


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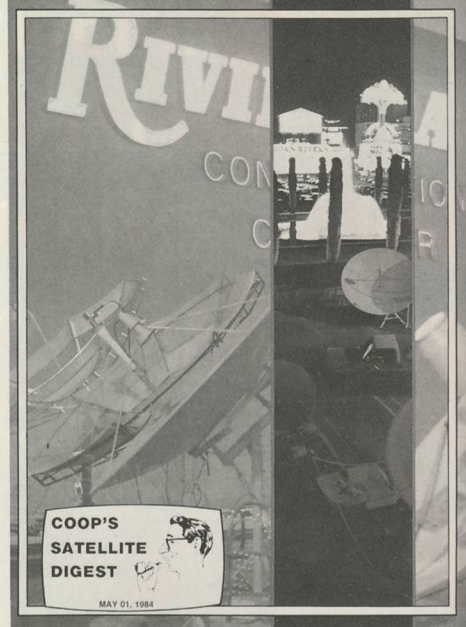
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WILL WIN**

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PROVO**

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3) LNA models you once used and will NEVER carry again because of problems: \_\_\_\_\_

Receivers:

1) Receiver models you feel are superior IN THEIR PRICE CLASS (brand, model): \_\_\_\_\_

2) Receiver models you feel are inferior IN THEIR PRICE CLASS (brand, model): \_\_\_\_\_

3) Receiver models you once used and will NEVER carry again because of problems: \_\_\_\_\_

**SOMEBODY will win ; it could be you!**

—TURN TO PAGE 25—

13) The TWO biggest problems facing our industry today are:

A) \_\_\_\_\_

B) \_\_\_\_\_

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6) We \_\_\_\_\_ use direct mail advertising \_\_\_\_\_ use local newspaper advertising \_\_\_\_\_ use yellow page advertising \_\_\_\_\_ use local radio advertising \_\_\_\_\_ use local television advertising \_\_\_\_\_

7) We \_\_\_\_\_ DO \_\_\_\_\_ do NOT use dedicated sales people who do nothing but sales

8) We \_\_\_\_\_ Exhibit \_\_\_\_\_ do NOT Exhibit at local fairs, consumer shows

9) We \_\_\_\_\_ do have at least one trailer-mounted antenna \_\_\_\_\_ do NOT have a trailer-mounted antenna

A) If you do have a trailer-mounted antenna:

1) Brand of antenna and size: \_\_\_\_\_

2) \_\_\_\_\_

Receivers:

Note: Please clearly mark those that have LNB or LNC design and built-in modulator.

Brand	Model Number	Has LNB	Has LNC	Has Built-in Modulator
1) _____	_____	_____	_____	_____
2) _____	_____	_____	_____	_____
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—TURN TO PAGE 22—

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**WEST RODEO VIDEO**

Instructions: Complete sides one to five and postmark to CSD, P.O. Box 100858, Fort Lauderdale, FL 33310 prior to midnight on May 31, 1984. If you have any questions about completion of the form, call Carol Gruba at 305-771-0520 between 9 AM and 4 PM eastern time, Monday-Friday. You may either machine-copy this form or tear off remaining these five pages from CSD as a valid survey form entry.

PLEASE do not quote any of the information contained in this form to anyone. I am submitting this survey form entry as confidential material to be used in compiling the industry data base only (unless only if agreed).

YOUR NAME \_\_\_\_\_

COMPANY/Dealership Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone Number \_\_\_\_\_

Years/Months selling TV/Video \_\_\_\_\_ years \_\_\_\_\_ months

A) We \_\_\_\_\_ did \_\_\_\_\_ did NOT attend either of the Las Vegas shows in March

B) We plan to attend \_\_\_\_\_ STTI show in August/September \_\_\_\_\_ STTI show in November

—TURN TO PAGE 18—

**SOMEBODY COMPLETING THIS FORM will win an  
expense paid trip for TWO people to Providenciales  
in the Turks and Caicos Islands; it could be you!**

**GO BACK NOW/ before the May  
31st DEADLINE and complete  
your entry from pages 16/18/  
22/23 and 25.**

**IT COULD BE YOU!**



# DISH IT OUT!

THE OPPORTUNITY TO SPEAK OUT ON ISSUES FACING OUR INDUSTRY TODAY.

We asked our industry participants to ponder just which direction the various shows should go, and how best to achieve a unified industry in the show production area. At the same time we asked respondents to comment on how they were measuring the 'index of business activity' this spring (month of March was cited) versus one year ago; or, the same period in 1983. The responses follow.

## DAVID R. McCLASKEY Intersat, Inc.

**Shows:** "We ought to have three or four in a row, back to back without stopping. Based upon Las Vegas, they just seemed to get better and better! Then when we finally get tired of them, we hold a giant 'show burial ceremony' after the last of the show string and walk away from shows for the rest of time. In short, treat shows like the (almost) Roman Orgy they have turned into; feast until we are ill, and then never do it again!"

## ON THE TABLE: 'Comparing '84 To '83,' and, 'Is There A Better Show Solution?'

## RAY WILLHOITE Antennas Unlimited

**Business:** "Our sales for the first three months (plus) of 1984 are up from the same period in 1983. In fact, we are averaging more than 100% increases in our retail and installation business from 1983. And by all indications, the outlook for the balance of the year is for more of the same."

**Shows:** "Any manufacturer working both shows at Las Vegas realizes that valuable time which might have been spent in production or at the office was spent in his booths. Kaul-Tronics took part in both shows. It would have been a mistake to attend only one since both were of equal value. I believe, however, that back-to-back shows such

DISH IT OUT/ continues on page 20

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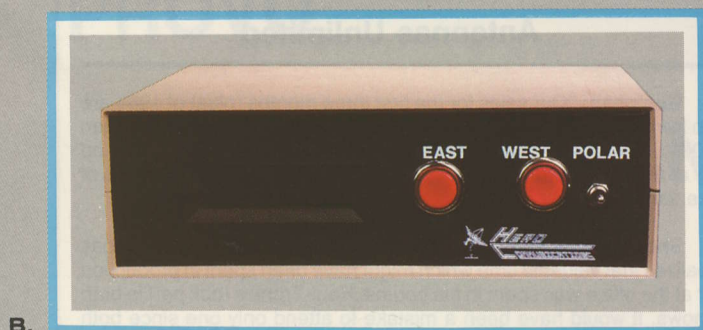
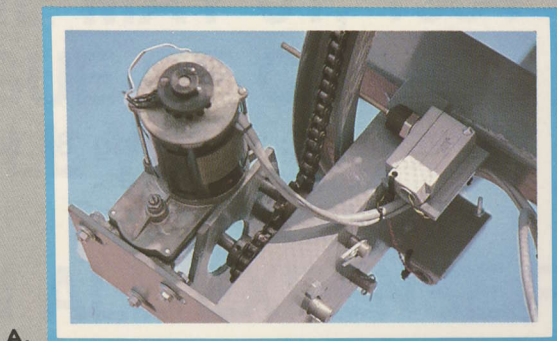
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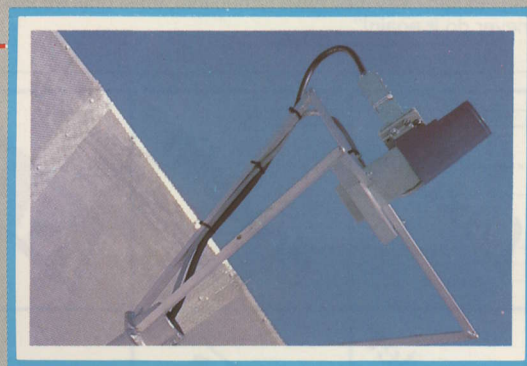


# THE HIGH



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 B. HERO digital remote control antenna positioner.  
 C. Adjustable feed and LNA mount.

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\*The HERO 10 ft. and 13 ft. system includes: antenna • polar mount • horizon to horizon motor drive • digital remote control box • 100 ft. of cables with connectors • electromechanical limit switches.



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## DISH IT OUT/ continued from page 17

as this divide the industry at a time when we can least afford to be divided. I would recommend, for the future, that the Riviera be chosen if we were to have only a single show. I sincerely hope that SPACE and STTI can work out their difficulties (\*). If they do not join forces, I feel a move may come from among the manufacturers and distributors to grab the ball and make a decision which will attract the support of the entire industry. If this wound is not healed between the two show factions, perhaps neither will be an eventual winner.

\*/ See page three here for an update.

### JOHN KAUL Kaul-Tronics, Inc.

**Business:** "The first three months (plus) of 1984 are far superior to any comparable period of 1983 with regard to sales. 1984 will be our best year to date, across the board."

**Shows:** "Looking at the success of the two shows in Las Vegas, it would seem fair to state that SPACE only seemed to be reasonably successful UNTIL the banquet and the introduction of (new) legislation (to help the industry). I believe this may point up the real strength of SPACE; in areas such as legislation where it has the talent and expertise to be a real winner.

"There was a great deal of comment regarding the perception that the SPACE show did not offer adequate lectures; several of the exhibitors told me they thought the number of lectures may have been

'toned down' so that those attending would be 'freer' to attend the open hours of the exhibit hall.

### GUY C. DAVIS Uniden Corporation Of America

"Overall, SPACE probably had a greater amount of satisfaction from the original equipment manufacturers who rated the show highly. The feeling was that the attendance was clearly in favor of the STTI show, and this in turn made the distributors feel that the STTI show was 'superior.' I cannot believe there was a clear cut winner in Las Vegas, but each had success in a different direction. There is a clear lack of support for SPACE at the dealer and distributor level while there is an equally clear high level of support for SPACE from the manufacturers. In the future, it may be that STTI will become the distributor/dealer show while SPACE will become the manufacturer's show."

**Business:** "Because this is the first full year for Uniden/Unisat in the home TVRO industry, we cannot compare our own sales activity to prior years. I have the distinct feeling that sales increases range upwards from 100% at most levels, although the first three months of any year are always dangerous times because of the slowdown at the consumer level in this time frame. Our only concern for the balance of 1984 relates to the **real nature** of component part shortages and we caution all that growth may be artificially inhibited by a shortage of parts as we come to the traditional peak selling periods this fall."

**Reader comments** should be directed to **CSD/2 Feedback**, P.O. Box 100858, Fort Lauderdale, FL 33310.

CSD

FEED  
BACK

In **CSD/2 Feed Back** this month, industry Pioneer **David Brough** takes industry publication **Satellite Dealer** to task for the way he perceives they 'slandered' the entire Canadian TVRO industry in that publication's April 1984 report on the 'First Canadian Satellite Expo.' As **CSD** reported in our March issue, the Canadian industry has their share of 'special problems' which are not faced by U.S. industry participants. We attended the same show which '**Satellite Dealer**' wrote about in their April issue and as Brough comments in a note he clipped to our copy of his letter to 'Satellite Dealer,' "... **It was very funny reading your CSD report on the show** (March 1984, page 82) **in which you gave** (show organizer) **Saxon** 'high marks for making EXPO not only work, but keeping it neutral for his own business interests.' **And then, comparing it to** 'reporter Ardinger's' **which had a totally opposite point of view. That's the trouble with** you guys in the media **and I guess that's why they tell you to only believe half of what you read!**"

Perhaps the **REAL** problem '**Satellite Dealer**' had with Saxon and the **REAL** reason they slammed both his show **and** the Canadian industry as group is that Saxon has begun publishing a satellite program guide which many in Canada find very competitive in content to the monthly guide published by the same people who publish '**Satellite Dealer**.' If you can 'destroy' the credibility of Saxon in the

'show business,' can you also not 'harm' his business ventures in the guide area?

Brough's 'Feed Back' portrays a show which occurred pretty much as **CSD** reported in March, and Brough has the experience and expertise to see things pretty clearly. He has been a part of this industry since before there was an industry, dating back to 1978 when he spent a weekend with Coop learning about private TVROs and planning how he might put them to use in remote Canadian communities. **Brough's Feed Back follows.**

(Brough's comments are his own, and while we **may** agree with him, **they are his!**)

**SATELLITE DEALER**  
**P.O. Box 1048**  
**Hailey, ID 83333**

**ATTENTION: "LETTERS DEPARTMENT"**

Most of the time I can get a fair amount of useful information out of TVRO magazines, **Satellite Dealer** included.

But Rick Ardinger's article on "THE FIRST CANADIAN SATELLITE EXPO" (April '84) takes the cake for plain bad taste in the way the organizer of the show, Doug Saxon, in particular, and the Canadian TVRO industry in general, were scurrilously treated.

That article was rife with lies, innuendo, character assassination, and in no way represented what any reasonable person who attended the show would consider to be representative of the events that occurred at the show, the man who ran the show, **or** the Canadian TVRO industry.

It is, without exception, positively the **worst example** of Yellow Journalism that I have ever seen associated with this industry and if ever a case was to be made for someone out to "make" a story, this was it.

None of the five photos printed with the article showed what most "normal" folks would characterize as the trade show that this was. One showed a couple of flags in front of two dishes, another showed organizer Saxon ("had his hands full"), and a string of three showed a "scuffle . . . when organizers attempted to remove picketers from the antenna farm in the parking lot."

Your obviously zealous reporter's attempt to portray our (meaning Canada's) first show, pardon, "sideshow" according to Ardinger, as a



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backwoods attempt by one "dubious" individual (meaning Saxon) does not garner any credibility with this reader who, incidentally was there, not only as an exhibitor, but as one who personally witnessed many of the incidents reported.

And as an individual who has been at every single TVRO show since Coop's first show in Oklahoma City in 1979, and who's exhibited in a significant number of those shows, I feel that I am well-qualified to comment on the situation, especially that of the "carnival atmosphere" at the Vancouver show.

Our decision to exhibit at the show was one made at the eleventh hour. Although the show had previously been sold out, we got the last booth in a hallway conscripted by the organizers in an attempt to allow some additional exhibitors access to the show (no doubt Ardinger would have said something to effect "so that Saxon could rip off some more suckers"). We were treated with every courtesy on the phone and our information package (that was as professionally-assembled as any I've seen from a stateside show) came by special delivery mail.

When we arrived at the hotel we were greeted personally by Mr. Saxon who, by the way, I had never met before in my life. He personally escorted us to our booth area and had one of his aides show us to the parking lot and assist in the location of our antenna. When one of our containers could not be located, Saxon personally intervened to loan us several hundred feet of cable, tools, a couple of polarizers and even a receiver. (With all due respect, **not** the kind of thing that I see anyone from STTI or SPACE doing!).

I personally witnessed one of the confrontations with the man who, with his army-camouflage-dressed-to-kill-son, was picketing the hotel. And yes, I saw him politely but firmly escorted out of the indoor exhibit area where he was passing out leaflets which were unsigned and gave no indication of who the injured party even was. Although I was not eye-witness to the event so-well documented in the parking lot with the son, I can hardly blame Saxon for grabbing the kid's sign. Even Ardinger can't hide the fact that the photos clearly show the protestors trespassing right inside the display area and obviously disrupting the show.

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**Big deal.** Most of the people I know in this industry who have been to "Hard Knock U" would have grabbed more than his sign!

As for Saxon, the fact that he chose a physical confrontation was probably the last straw, and probably also no excuse either, but even in this country (Canada, that is) we measure one's right to protest by many of the standards that our friends in "lower '48" do, except that there was no riot squad to call to come and bash in their heads. Saxon was paying good money to rent that space and he had a legitimate right to limit "undesirables" from disrupting his show.

I noted with some interest that (according to Ardinger) the man's beef was that Saxon "cheated" him by placing a dish so close to his house that it could not sweep all the satellites.

**Big deal again.** Obviously Ardinger has never installed an antenna or he would have realized that from time to time it is necessary to sacrifice one or more satellites because of trees, buildings, or other obstructions in order to get at least **some** reception. I personally talked to the "protestor" and asked him why he didn't put his name to the literature he was passing out, and he replied that he didn't want to be sued (!). And when I asked him if he'd considered taking his beef to small claims court or to one of the numerous consumer protection agencies, the response was one that strongly suggested that he had already done all of that **but had no case**. So what's he do? He extracts his "justice" by making a spectacle of himself in front of Saxon's audience, and like the fool that he is, Ardinger converted his "little learning into a dangerous thing."

Satisfaction is a very difficult thing to achieve in an industry that is fraught with bum product and subject to the vagaries of terrestrial interference, a variety of footprints, degrading satellites, and, as illustrated by this case, problems of geography and customers who can never be satisfied.

There isn't one of us who've been around for even a few months who doesn't have a shelf (or even a room) full of receivers, LNA's, and feeds (not to mention dishes out in the back) that don't work and that we've had to "eat" because the manufacturer wouldn't take them back.

And those of you who can honestly say that you've never had a customer who could never be totally pleased are (in this writer's opinion) a decided minority. There comes a time that you finally have to bite the bullet and say "no," you're not going any further with this particular customer. No one likes bad publicity, but there comes a realization that with some people a line must be drawn. Had Ardinger not thought that his name had suddenly changed to Woodward and he was writing for the **Washington Post**, he probably would have taken the time to check to see whether or not he actually had a story. I particularly like the way your hot-shot judiciously places the word "allege" whenever he starts to get too close to the comfort line.

But enough with the protestors.

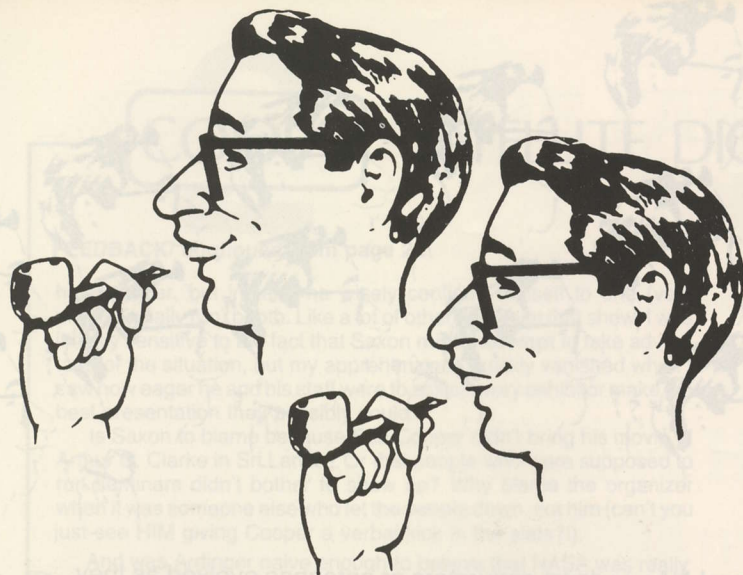
Some of the criticism given to the show may actually be valid. The size of the booths, for instance. I forgot my measuring tape, so I don't know whether or not I got my full allotment, but I never heard anyone complaining about it until I heard it from Ardinger.

The security, your reporter writes, "was not what it should have been." Interesting. Just who were those guys in the blazers checking the entrances and patrolling the parking lot anyway? In spite of the insinuation, I did not hear of one case of anything being stolen during the course of **this** show, which is certainly not the case with the other shows that have been run south of our border. Most of us have heard the horror stories of exhibitors getting ripped off at STTI or SPACE (which is not to suggest that those people are not security-conscious themselves!).

You say that the show was "marred by unprofessionalism by producer Saxon" and go on to talk about "improprieties," such as denying a competitor access to the show. How come, then, there was so much representation by Vancouver-area exhibitors, including giant Wespercom which has a multi-thousand square foot facility right in the heart of Vancouver. Why Saxon would conspire against a totally new, unestablished distributor is beyond me, but once again, Ardinger (who must get paid by the word) makes a lot of ink about nothing.

Since Saxon was running the show, he could have "stacked" it in his favor by allocating his company numerous booths throughout the





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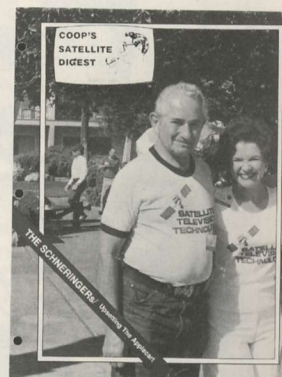
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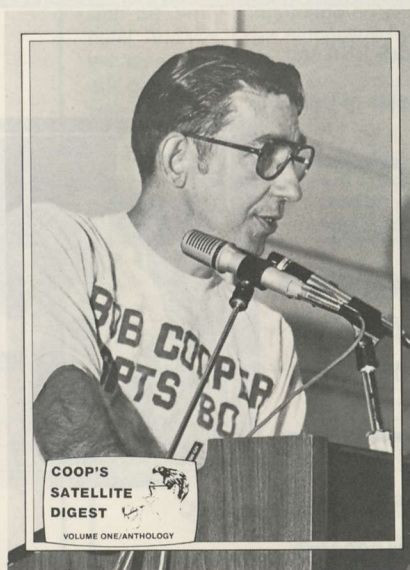




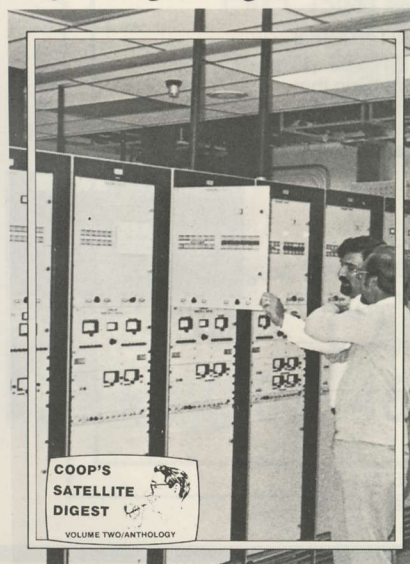
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**CSD ANTHOLOGY/** Volume One is a true collector's item. During the first year of the industry, **everybody shared their secrets!** Can you imagine that the basis for virtually ALL of today's single-conversion receivers was told to the world by designer **David Barker** in June of 1980; he actually printed in CSD **his schematic and his circuit board** for the 'image rejection mixer'! He, in effect, gave away a multi-million dollar design 'secret' and that promptly launched a myriad of receiver suppliers in the business (including KLM, which Barker later became associated with). Or, can you believe that English experimenter **Steve Birkill** detailed the basis for the Chaparral '**Super Feed**' in CSD for February 1980, telling everyone how to build a 'scalar horn,' and that in June of 1980 Taylor Howard and Bob Taggart introduced a production model of this same feed design (our first review of the Chaparral appeared in the July 1980 issue of CSD)? How about this one. South Carolina's **Robert Coleman** told people **how to build an LNC** in the January (1980) issue of CSD and we published a circuit board designed by Coleman for this purpose; and it would be some 14 months later when Dexcel displayed the first production model LNC! **Almost everything you use and know today** started sometime in 1979-80 or 81; and **it was ALL in CSD**, not only first, but with sufficient detail that you could duplicate the work on your own work bench!



**CSD ANTHOLOGY/** Volume Two is everybit as exciting as Volume One. Starting with the October 1980 issue, we see complete details for building a two-stage NEC GaAs-FET LNA. The fellow who shared this information was another pioneer; **Norman Gillaspie**. The same issue reports on the start-up of a 'new' firm that was going to revolutionize home TVRO sales; **National Microtech**. In the November 1980 issue Taylor Howard issued a 'warning' to dealers who were installing LNAs without bandpass filters; something called 'out of band' noise was making the then popular 120 degree units act like 180's or 200's. Naturally Taylor had a solution to the problem! In the December issue we were concerned with **Sat-Tec** receivers that 'lost their alignment' between the factory and the dealer; we told readers how to 'field-align' a Sat-Tec R2A receiver for best pictures. In February of 1981 we first reviewed the **Washburn/Earth Terminal** receiver. Way back ... in February 1980 CSD carried the first advertisement for the Washburn (Earth Terminals) receiver; **only \$2995!** Terrestrial interference reared its ugly head in 1981 and in the July CSD we explained what it was and how it could be cured. **Microwave Filter Company** read the report and started producing 'TI' filters; once again, **CSD got somebody started in the TVRO hardware business!** And so it was issue in . . . and issue out, during all of 1979, 80 and 81; **people helping people** start a brand new industry.



## FEEDBACK/ continued from page 22

hotel proper, but instead he wisely confined himself to one (very professionally run) booth. Like a lot of other people at that show, I was initially sensitive to the fact that Saxon **might attempt** to take advantage of the situation, but my apprehensions quickly vanished when I saw how eager he and his staff were to assist every exhibitor make the best presentation they possibly could.

Is Saxon to blame because Bob Cooper didn't bring his movie of Arthur C. Clarke in Sri Lanka? Or that people who were supposed to run seminars didn't bother to show up? Why blame the organizer when it was someone else who let the people down, not him (can't you just see HIM giving Cooper a verbal kick in the slats?!).

And was Ardinger naive enough to believe that NASA was really going to bring in the Space Shuttle? What kind of a nut is this guy, anyway? In fact, what Saxon did was to organize a highly professional display of NASA-type memorabilia, such as has never been seen at any other show. Aside from the model of Columbia (which was a full 6' long) there were excellent photo murals, and a full roomful of other interesting exhibits illustrating space (even some real Moonrocks) exploration.

On to the CSPACE (Canadian Society for Private And Commercial Earth stations). Cub reporter Ardinger sets the stage with Janiel's Bob Dushane backing up CSPACE's Chris Budd by urging the fledgling organization to run its own tradeshow in Toronto later in the year to raise money. He then has Saxon taking the "stage" to contradict Dushane by telling them not to try it until they were better organized (and funded).

**But wait.** Intrepid "Ace" Ardinger points out that it was then "discovered" that Saxon already had plans for his own trade show in the east and "it was obvious that his advice was a smoke screen." What your sleuth turned up in terms of his "discovery" was actually voiced by Saxon at that very meeting, and while it may have appeared to be a smoke screen to some, I know a lot of us were considerably wiser for the brief insight that Saxon gave us on the actual costs of really running a show of this kind.

And while Mr. Dushane was quick to point out that a trade show **might be** a good way to raise money, he failed to point out where the hundred grand for promotion, fronting, staffing and actually running the show was going to come from. And this was after CSPACE director Budd disclosed that his one-man crusade to represent the interests of the Canadian TVRO industry was running some \$4000 in the hole and was almost entirely funded out of his own pocket (sound a bit like SPACE? Not likely!)

Your reporter displays the kind of curiosity that many foreigners exhibit when confronted with something a little different. He strikes me as being a very impressionable young man who has yet to learn of the power that a pen has in the wrong hands. **His own.** Whether it was poor toilet training or whatever, this young man's impudence and lack of discretion should not and cannot be allowed to go unchecked, and I would not be surprised to learn that he rolls out of his rubber-sheeted bed one morning to find a healthy lawsuit to eat for breakfast.

**Saxon aside,** he treats our Canadian TVRO industry with contempt. In spite of passing comments recognizing Canada's contribution to the telecommunications industry, he derides us by suggesting that our bureaucrats know very little about satellite technology. How little **he** knows...

Canada (through the leadership of those same bureaucrats) led the world in telecommunications with the launch of Anik in 1972, the world's **first** domestic communications satellite. When RCA and the rest of the pack were still trying to get their rock(et)s off with their first C-band stuff, we were already light years ahead with our advanced K-band units (incidentally, it is a Canadian satellite, Anik C, that USCI is using to get their programming into orbit at the present time).

On the surface, it may appear that the fathead bureaucrats are indeed "inhibiting" satellite communications, and this writer feels imminently qualified to speak on the subject. In spite of some reports of official policy "seemingly changing by the hour," in fact our satellite policy has been made quite clear and it is perfectly permissible for individuals, even commercial establishments, to receive satellite signals.

What may be difficult for our American friends to understand can

be better-grasped when one considers the enormous impact that their culture has on this country which, with less than 10% of the population, is spread over an area considerably larger than the US. Most nations tend to fear the wholesale importation of foreign (**read American**) dominated media, replete with the standards and mores of an often divergent society. If Canada were not to place some kind of restrictions on the carte blanche introduction of this foreign-dominated culture, we might as well forget about maintaining our own. Even the US has tariff barriers to ensure the survival of its own industries, and Canada is no different. If we were to allow totally unchecked importation of foreign programming we would have no domestic television industry of our own — simply transmitters repeating what was already coming out of the churns of our neighbors to the south.

If you stop for a minute, you can appreciate what the chances are for an industry that has only one tenth the population to draw upon, creative and financial resources, when competing with a next-door-neighbor who can afford to "dump" product without so much as blinking an eye.

Those of us who have pioneered the TVRO industry in Canada don't like and have, for the most part, negative feelings for the feds. But those of us who appreciate the plight of our (rather) small nation have a little more sympathy for the bureaucrats who, in no way, should ever be characterized as being ignorant of this industry. The fact that they've now opened up the doors without restriction came as a surprise (pleasant, I might add) to all of us, and we can give some measure of thanks to those same people for letting the floodgates open in this country.

And while Ardinger says we're "years behind (our) American counterparts," those of us who know the story think the kid spent too much time out in the back shed with the Sears 'n Roebuck catalogue. He's obviously never heard of Rod Wheeler, who (next to Bob Cooper) probably had the first TVRO in North America. There's a whole crowd of us who were installing antennas in rural and northern parts of this country when the only dish he knew was the one his mother brought him his pabulum in.

If he knew the "facts" he would have realized that a disproportionate number of the first TVRO users were rural and northern Canadians who had people like this writer install them. If he took the time to ask STTI or SPACE what percentage of their attendees were Canadian, he would be surprised to learn that Canada has always been highly represented. If he took the time to research some of the technical aspects of the situation he would "discover" that the Canadian contribution to the "state-of-the-art" is staggering: the first microprocessor-based receivers; high quality LNAs; superbly spun dishes; and a whole lot more have captured a substantial portion of the US domestic market.

**Years behind, my behind!**

Getting back to friend Saxon, it is this writer's opinion that the man should be congratulated for having the guts to single-handedly, and in a part of the country that is considerably remote from our main population base in the east, take on a difficult job and pull it off in as professional a manner as any show ever run south of the border.

No one does anything without the occasional casualty, and granted the Vancouver show was not without problems. But it certainly was not the "sideshow" or fraught with the kind of problems that your writer has intimated.

In summary, this magazine's callous, unsubstantiated and shameful portrayal of Mr. Saxon **and** the Canadian TVRO industry is beyond reproach.

In compliance with all consideration for balanced reporting and fairness to all concerned, we respectfully request that SATELLITE DEALER take the necessary steps to print a retraction to Ardinger's article and present the real facts that relate to the events at the Vancouver show and the Canadian TVRO industry in general.

Sincerely,  
COMMANDER SATELLITE SYSTEMS

David Brough  
President  
4369 Rathkeale Rd.  
Mississauga, Ontario  
L5M 2B5



## PRODUCT NEWS/ continues from page 7

time.

**SATELLITE TECHNOLOGY SERVICES, INC.** (2310-12 Millpark Drive, Maryland Heights, Mo. 63043; 314/423-5560) believes their new model MBS-SR satellite receiver creates a 'breakthrough in low threshold extension' reception. The micro-processor based system claims a threshold of '**less than 7.0 (dB)**' with a 30 MHz wide IF. The system is packaged in a brushed-chrome design and comes with a matching infrared remote control unit. LED readout tells the user which transponder he/she is tuned to; there is selectable stereo from multiplex to matrix to direct and adjustable audio bandwidth. It mates through an accessory connector to a receiver interfaced antenna actuator system. Designed by STS, Inc., the receiver is assembled and tested by Kyocera of Japan.



TOP OF THE LINE STS TVRO receiver also interfaces with companion antenna actuator.

## MODULATORS

## Indispensable!



The DR601 Microwave Test Set represents the first major breakthrough in TVRO field test equipment. Specifically engineered for the professional installer, the 601 provides immediate answers to time consuming problems.

- Compact and completely portable site survey unit
- Immediate location of all TVRO Satellites
- Automatic scan of all channels (when selected)
- Powered by internal batteries or A/C line
- Built in 5" B&W or color monitor
- Large 3" easy to read panel meter
- Built in test capability and control of both polarizer & new solid state polarizer type systems

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**404 435-8630**

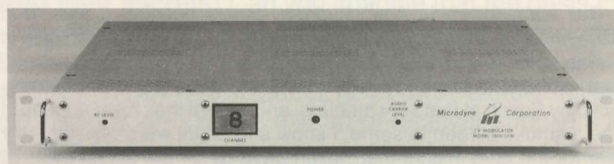
MANUFACTURED IN U.S.A. BY MICRO SCIENTIFIC LABS, INC. ATLANTA, GEORGIA

**INTERNATIONAL SATELLITE SUPPLY** (2225 Sharon Rd., #224, Menlo Park, Ca. 94025; 415/854-8987) has announced their MATV/SMATV/CATV grade modulator, the GL 2500 unit. The system has a crystal controlled source for maximum frequency stability, IF loop throughs for both audio and video scrambling systems, overload indicators for both audio and video modulation plus adjustable front panel setting of video and audio modulation. The system develops clean video by using a SAW filter for lower adjacent channel unwanted sideband filtering and is available for sub-band, VHF 2-13 and mid-band channel applications.



ISS GL 2500 professional grade modulator.

**MICRODYNE CORPORATION** (P.O. Box 7213, Ocala, FL 32672; 904/687-4633) has announced a new 'low cost' TV modulator that covers the 'superband' channels from J through W. Their model 1000-LCM (for low cost modulator) is designed for SMATV system operation and the user inserts his own selected output converter 'card' to determine the final output channel. IF loop-through is another operational option, for scrambling systems.



MICRODYNE 1000-LCM with superband option to channel W.

## ANTENNA Related Pieces

**NATIONAL MICROTECH, INC.** (P.O. Drawer E, Grenada, Ms. 38901; 800/647-6144) has announced a marketing agreement with **Kent Research** of Troy, New York to distribute the Kent Research antenna 'lift controllers'. Kent's Surveyor series of lifts will also continue to be marketed by that firm; NM will sell Apollo™ X-5, X-6 and X-7 antenna controllers featuring slow start/stop and in-board travel circuits. All three have polarization control, a trio of LED indicators for position, east/west limit indicators, twelve pot-set pre-programmed positions, manual east/west control. A two-year limited warranty on Surveyor products and a three-year limited warranty on all Apollo lifts is standard. Information on the Surveyor lifts from Bryan Virgil at 800-336-5410; on the Apollo lifts from 800-647-6144.



APOLLO X-6 controller is one of three new lift packages from NMI.

**DELSTAR SYSTEMS, INC.** (Suite 200, 7800 Bissonnet, Houston, Tx, 77074; 713/776-0542) wants to send you a free sample of cable; direct burial cable designed for full TVRO system operation and





# THE LARGEST CANADIAN/ AMERICAN TVRO SHOW EVER HELD

THE SATELLITE  
ELECTRONICS SHOW  
SUMMER '84!

NIAGARA FALLS, NEW YORK  
JUNE 12,-13-14, 1984

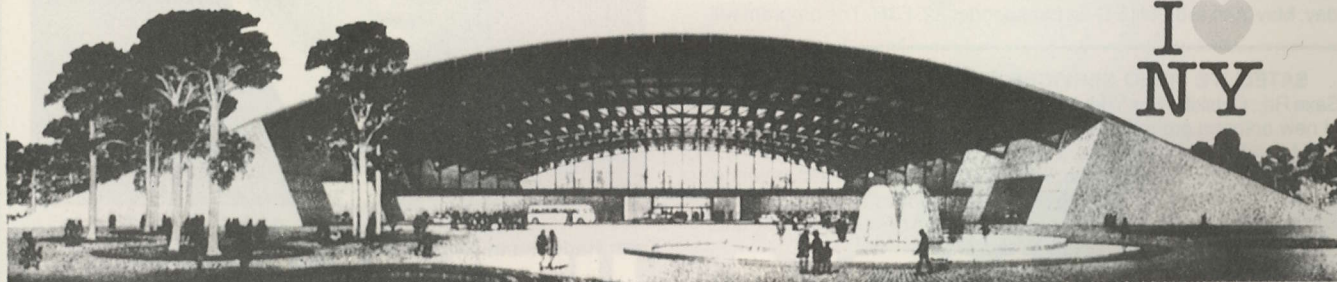
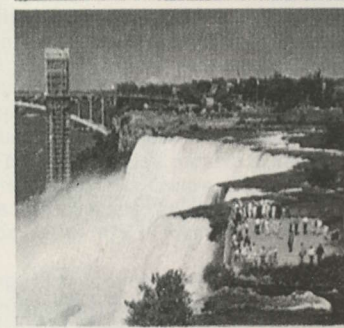
**STTI proudly invites** you to Niagara Falls for the SES '84 summer edition of our TVRO industry's seminar /trade show.

**The spacious** Niagara Falls International Convention Center, only 1800 feet from the brink of the Falls, will be the scene for **over 350 booths and 150-plus operating antennas.** And join in STTI's intensive **seminar training program** designed for novice and professional.

**Plan to combine business with vacation** and bring the entire family to this spectacular and exciting resort city, one of the world's natural wonders, lying on the U.S./Canadian border!

**Attendance fee** for the entire Satellite Electronics Show is **only \$25.** Special fee for spouse is **\$5.** Children under 18 admitted **free.**

**Call or write** for convention details. **STTI**, Box G, Arcadia, OK, 73007. 1-800-654-9276 (in Oklahoma or outside U.S.A., call 405-396-2574).



I  
♥  
NY



control. **Delcable™** DC-1000 has a single RG-59 (mil-spec with copper braid foil), 2 #22 copper with 1 #22 foil shield drain for actuator sensing, 3 #16 copper with #22 drain wire and foil shield for polarization control, 2 #14 copper stranded (unshielded) for actuator motor voltage, and 3 #18 copper strand (unshielded) for receiver voltage and control circuits. DC-2000 adds an RG-59/U aluminum foil and shield for receiver voltage circuits in place of the 3 #18 copper strand runs. Contact Delstar directly for your sample and pricing information.

**THOR SATELLITE TV, INC.** (Rt. 2, Box 89E, Hwy. 441S, Franklin, N.C. 28734; 704/369-9134) is distributing a new line of direct burial 'single run' cable dubbed 'EZ RUN.' Each set of wires is individually insulated to prevent shorts.

#### INDUSTRY Business News

**BIRDVIEW Satellite Communications, Inc.** (P.O. Box 963, Chantute, Kn. 66 20; 316/431-0400) reported a rapid turn around in the most recent full (4th) quarter with quarter sales of \$6,726,000; a 42% increase over the same quarter (ending March 31st) of one year ago. For the complete fiscal year just reported, Birdview had annual sales of \$21,790,000; a 65% increase over the last fiscal year sales of \$13,212,000. Birdview manufactures a 'turn key' TVRO system and the firm was the first in our industry to be traded in 'over the counter' stock markets.

**FORD AEROSPACE** has signed a contract for \$177M with Direct Broadcast Satellite Corporation for a pair of high power, DBS satellites each with six 'spot beams' of service of four channels each. The first of the satellites is scheduled for launch in September of 1988.

**LUXOR** (North America) CORPORATION (P.O. Box 32, Bellevue, Washington 98009; 206/451-4414) reports that the 'temporary restraining order,' obtained in a federal court in San Francisco in mid-March, preventing Satellite Technology Services, Inc. from marketing its line of TVRO receivers and systems has expired, and a 'speedy trial should proceed as quickly as possible.' Luxor and marketing companion Magnum Microwave had sought to stop STS from selling or marketing TVRO receivers and associated electronics charging that STS had profited by being the former distributor for Luxor equipment in North America. Luxor/Manum had sought a permanent restraining order to prevent STS from marketing the Kyocera manufactured products until the trial was over. **The judge declined to do this,** fearful that if STS was prevented from marketing while the trial process was underway, STS would be out of business 'before STS had its day in court' according to information supplied by Luxor. The suit seeks compensatory and punitive damages, in addition to a permanent injunction.

**UNIDEN CORPORATION of JAPAN** (Uniden Corporation of America, 15161 Triton Lane, Huntington Beach, Ca. 92649; 714/894-7869) and **Vitalink Communications Corporation** of Mountain View, California have announced an agreement to jointly develop advanced satellite communications system products. The project hopes to develop communication systems built around 'intelligent work stations,' 'computer-aided system design' and 'clusters of personal computers.' Vitalink will contribute its specialized technology in the area of satellite transmission and satellite networking while Uniden will make available its extensive microwave design capabilities and high technology manufacturing capability. Uniden is also making an initial investment of \$1M for an 'equity interest' in Vitalink.

#### PROGRAMS/ 'Programs' and Programming

The next edition of **Satellite Showtime**, the TVRO industry's television 'special' distributed 'on the bird' is scheduled for Wednesday, May 30th at 8 PM (ET) on transponder 22, F3R. The program will

**SATELLITE VIDEO SERVICES, INC.,** (RR#1, Box 85-S, Paul Saxe Rd., Catskill, New York 12414; 518/678-9581) has added several new antenna product lines to their existing 8, 10 and 12 foot M/A COM Prodelin antennas sold. The new lines include the **Conifer 12'** antenna system package, the **Wilson 9'** steel galvanized antenna system, the **Intersat/Challenger 11** foot injection molded antenna and the **Micon 11** foot screen mesh antenna. A new, free catalog and dealer pricing sheet is available to dealers.

repeat at the same time, and same transponder, on June 4th. Scheduled are industry people speaking on matters of concern to the home TVRO industry, including a scheduled appearance from **Chuck Hewitt** (see page 9, this edition of CSD/2), the new Executive Vice President/'GM' for SPACE. Also scheduled on the program is industry pioneer circuit designer **David Barker** who designed the first 'mass-production-capable' TVRO receiver in the spring of 1980. Finally, there is scheduled a brief '**Coop visit to Sri Lanka**' with the Arthur C. Clarke expedition this past November, showing the crew at work installing the trio of large TVRO dishes for satellite 'creator' Arthur C. Clarke and the University of Moratuwa in Colombo.

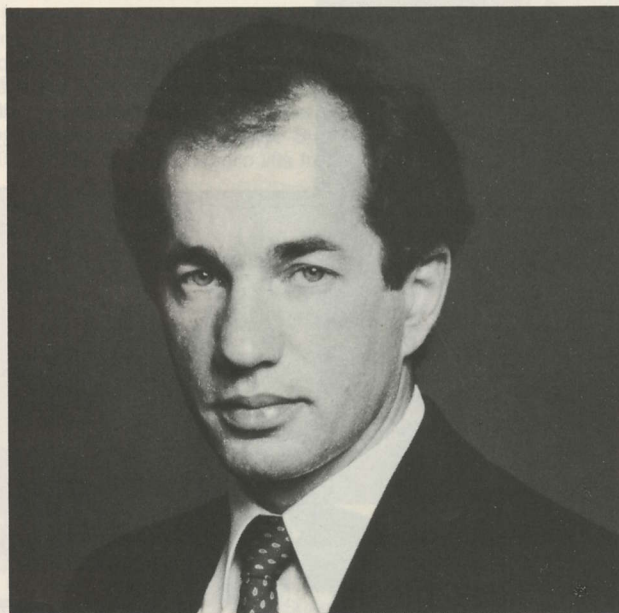
**SPACEDATA** (1919-14th St., Suite 811, Boulder, Co. 80302; 303/444-3111) has a new software 'programming package' available for users of the IBM-PC, IBM-PC Jr. or the Commodore 64 (equipped with a 5-1/4" floppy). The **SATPAC** system software allows you to program-up the earth station positioning (azimuth and elevation) for all satellites in the North American (domestic) arc, calculate antenna and LNA 'trade offs' to determine the appropriate size of antenna and noise temperature of the LNA for a specific satellite and TVRO location, predict when a sun outage will occur for a specific location. The program also lists, from memory, US and Canadian transponders by satellite name, owner, transponder user, transponder number and polarization. A user manual and sample program listing is \$9.95; the full program is \$129.95.

**SATELLITE RECEPTION SYSTEMS** announces their Great Lakes and Ohio Valley Technical Showcase is now scheduled for **August 4 and 5** at the Plymouth Hilton Hotel in Plymouth, Michigan (west of Detroit). The two-day confab will consist of product displays, seminar sessions, roundtable discussions, a dealer certification program, door prizes and other attractions. Those interested in attending, or displaying, are to contact Connie Willett or Rose Farhi at 800/592-1956 (nationally) or 800/592-1957 (Ohio).

#### PERSONNEL Changes

**ECHOSPHERE CORPORATION** has announced that **Dave Thomas**, formerly sales manager for Echosphere in Denver (Englewood) will be in charge of the new Knoxville, Tennessee operation ('Echosphere East'). Knoxville numbers are 615/966-4114 (main office) and 800/223-1508 (sales).

**DEXCEL DIVISION** of Gould, Inc. announces that **Kenn Hadermann** is their new Western Region Sales Manager. Hadermann will be responsible for product distribution, organizing trade shows and new product development for the Consumer Products Line.



Kenn Hadermann joins Dexcel Division of Gould.



# AN LNA

by any other  
name, is still...

# AN LNA



## SPECIFICATIONS

**noise figure @ 26°C:**  
50°-90° temperature range  
(75° typical or better)

**frequency range:**  
3.7 to 4.2 GHz.

**gain:**  
37 dB [min], 40 dB [normal]

**voltage:**  
+14v to +23v @ 60 ma. [max]

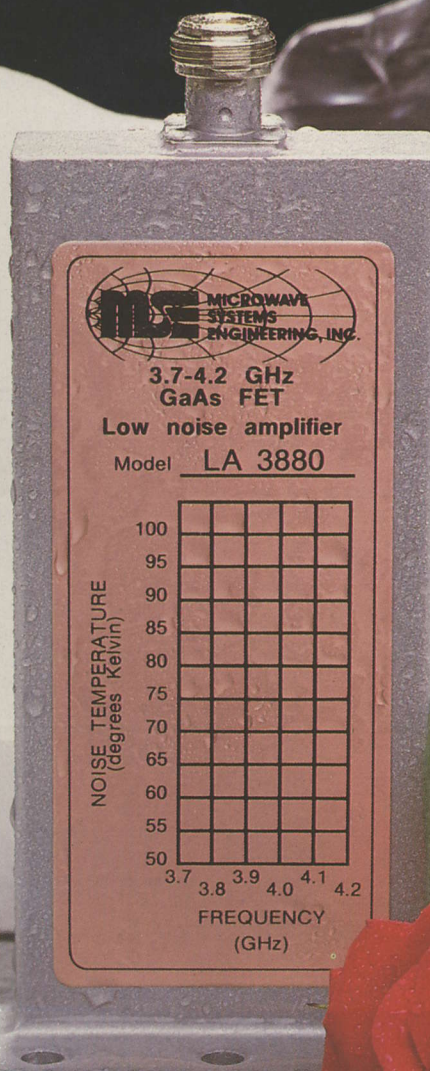
**RF input flange:**  
CPR 229G waveguide

**RF output:**  
type "N" female

**operating temperature range:**  
-40°C to +60°C

**weight:**  
14.5 oz.

**warranty:**  
one year exchange



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# UNTIL NOW!



**ATTENTION OEMs/Distributors:** CSD/2, published on the 15th of each month, provides you with an opportunity to announce to the worldwide TVRO dealer network recent additions to your product line, new services, and changes in personnel. Please place Carol Graba (CSD/2, P.O. Box 100858, Ft. Lauderdale, Fl. 33310) on your mailing list to receive press releases and other forms of announcements from your firm. Deadlines for inclusion in the dated-month of issue is the 25th of the month preceding issue; i.e. May 25th for the June 15th edition of CSD/2. This publication is the mid-month companion to **Coop's Satellite Digest** (CSD) which is issued on the 1st of each month, as it has been since October of 1979. CSD/2 is read by all of the CSD subscribers within the USA, plus selected worldwide dealers and distributors, and, by all **Dealer Members of SPACE/STIA**; the international trade association of the (home) TVRO industry.

**GENERAL INSTRUMENT's** RF SYSTEMS DIVISION has announced that **Joseph Nugent** is their new Division Controller for the Tucson operation. Nugent has been with GI's Jerrold Division.

#### CALENDAR/ Through June 30th

- May 15/18: Communications '84, international cable and satellite conference; Birmingham, England. Contact 201/652-7070.
- May 18/20: SMATV/Private cable workshop, sponsored by Bur-rull Communications, Atlanta. Contact 608/873-4903.
- May 22/24: Creighton University (educator's) Satellite Conference, Omaha, Nebraska. Directed by Rev. Lee Lubbers, guests from TVRO industry. Contact Ricardo Marchio at 402/280-4063.
- May 25: Microwave Communications Association, conference; MDS emphasis, Washington, DC. Contact 301/437-7000.
- May 30: **Satellite Showtime, scheduled two-hour television 'special' sponsored by and intended for dealers in the home TVRO industry. Scheduled for TR22, F3R 8 PM (ET).**
- May 31/June 01: Terrestrial Interference Seminar, sponsored by Microwave Filter Company, E. Syracuse, New York. Contact Bill Bostick at 315/437-3953.
- May 31/June 01: Satellite Communications Seminar, Washington, DC. Contact 703/734-7050.
- June 02: National Satellite Cable Association conference, Las Vegas; contact 202/659-2928.
- June 03/06: National Cable Television Association annual convention and exhibit, Las Vegas. Contact 202/775-3606.

#### JUST For Fun

To enter your firm's 'bumper sticker' in the CSD/2 '**Bumper Sticker Of The Month Contest**,' simply slip a pair of your bumper stickers into an envelope and mail them off to: **CSD/2, Bumper Stickers, P.O. Box 100858, Fort Lauderdale, Fl. 33310.** Each month we review all of the entries on hand and select one which we feel carries a good 'message' or a well done piece of artwork (occasionally we get both

- June 03/06: (Summer) Consumer Electronics Show, Chicago. Contact 202/457-4919.
- June 04: **Repeat showing, 'Satellite Showtime, 8 PM (ET) TR22, F3R (see May 30th).**
- June 11/14: Canadian Cable Television Association annual convention and trade show, Ottawa; contact 613/232-2631.
- June 12/14: **Summer S.E.S. TVRO trade show and exhibition, Niagara Falls, New York. Billed as a 'Canadian/American TVRO show' with seminars, exhibits; sponsored by STTI. Contact 1/800-654-9276 or 405/396-2574.**
- June 12/14: Jerrold MATV/CATV/SMATV Technical Seminar, Dallas, Texas. Contact Lillian Ruoff, 215/674-4800.
- June 15/17: SMATV/Private cable workshop, sponsored by Bur-rull Communications, Portland, Or. Contact 608/873-4903.
- June 19/21: Jerrold MATV/CATV/SMATV Technical Seminar, Kansas City. Contact Kathy Stangl, 215/674-4800.
- June 20/22: Trans-Atlantic Satellite Information Product Showcase, at the U.S. Embassy in London. Contact Larry Hannon at 904/237-6106.
- June 21/22: 'Understanding Telecommunication Technology for Non-Engineers,' covering cable and satellite system concepts; New York (City). Contact 703/734-7050.
- June 22/24: SMATV/Private cable workshop, sponsored by Bur-rull Communications, San Francisco. Contact 608/873-4903.
- June 28/29: Terrestrial Interference Seminar, sponsored by Microwave Filter Company, E. Syracuse, New York. Contact Bill Bostick at 315/437-3953.

**Note:** bold face listings are considered **major events** for the home TVRO industry.

#### BIRD Activity Update:

**53° W/INTELSAT:** New Intelsat V bird expected here 'daily,' replacing existing IV-A bird which presently handles Mexican and Chilean domestic television traffic. IV-A will move east to 50° west taking with it Mexican and Chilean services while new V bird will establish major trans-Atlantic crossing service.

**74° W/Galaxy (2):** AFRTS currently feeding schedule on TR20 in addition to service on SATCOM 4 and 1R.

**96° W/Telstar:** Greatly increased loading from networks and Wold on this satellite; **CBS 'testing'** ET/CT time zone service on **TR11** and expected to begin regular service here shortly.

**139° W/Satcom 1R:** Increased video loading, including new 14 hour per day low power feeding 'Community Television Service,' has begun recently.

together!) and publish it here.

This month's winner is 'message oriented' and it comes from **Satellite Link, Inc.,** 303 S.W. 76th Terrace, North Lauderdale, Fl. 33068. The basic copy is in black and the background color is a bright yellow (just like a Coop's bumper sticker we saw once). **Congratulations** to the guys from **Satellite Link** on being this month's winning entry!

**LET A SATELLITE TECHNICIAN  
PUT YOU IN ORBIT**

**SATELLITE LINK INC.**  
**(305) 726-4706**



# AIMERS<sup>→</sup>

BY DRACO

# RIGHT ON

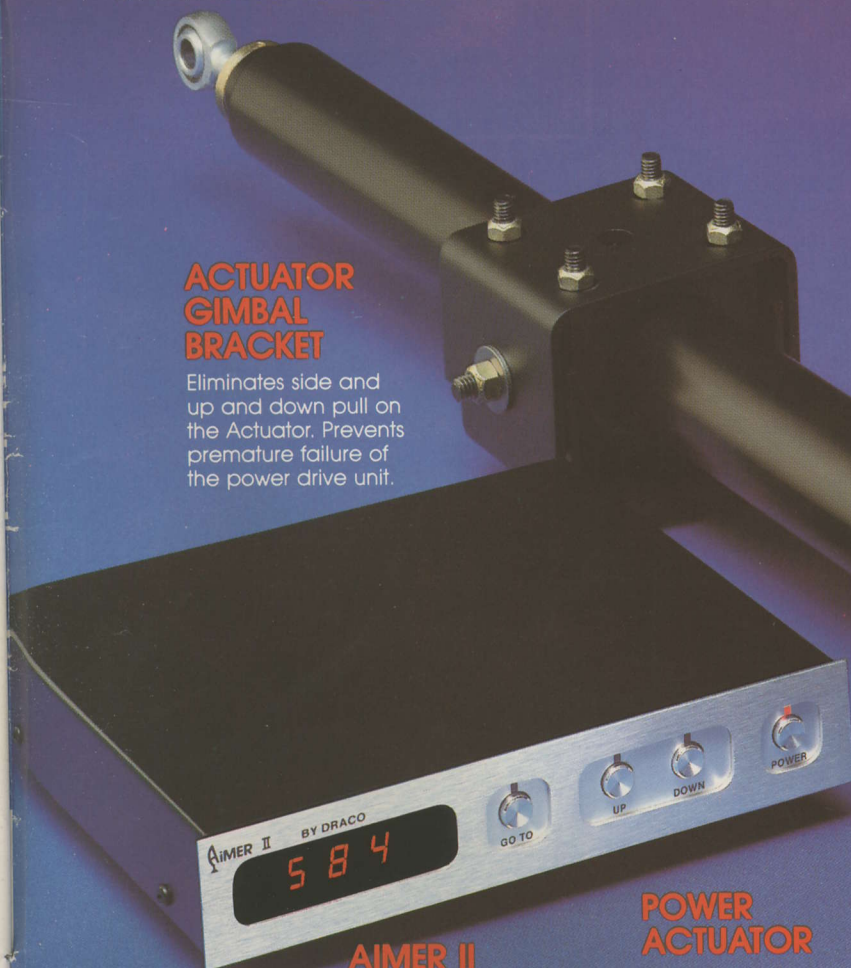


## ACTUATOR GIMBAL BRACKET

Eliminates side and up and down pull on the Actuator. Prevents premature failure of the power drive unit.

## AIMER III

The complete answer to satellite dish movement and polarotor control. Up to 64 satellite locations with microprocessor accuracy of position and polarotor. Easy to use — simply turn the knob until the satellite reads out and push "GO TO." The Aimer III does the rest. Built-in power supply — low profile — superb styling.



## AIMER II

Precise antenna movement with push button ease. Built-in power supply, dynamic breaking. A solid solution to low cost dish power positioners.

## POWER ACTUATOR

Designed and built for satellite dish movement. Sealed tubes, solid lubrication, gimbal rod end, Timken roller bearings, anti-jamming. Rated at over 2000 lbs. The Draco Power Actuator operates at 12 to 36 volts with self-resetting current protection. Infrared light eruptors are impervious to all electrical interference. Positively the best Actuator built.

**FOR MORE INFORMATION CONTACT:**

**DRACO LABORATORIES, INC.**  
1005 Washington Street  
Grafton, Wisconsin 53024 U.S.A.  
Phone: 414-377-0770  
Telex: 26886



**DISTRIBUTORS:** WISCONSIN: Delta Satellite Corporation, Cedarburg, WI 414-375-1000, Nat'l 800-558-5582, Wisc. 800-242-2290. NEW YORK: Satellite Video Services, Palenville, NY 518-678-9306. OREGON: Von's Total Television Center, Eugene, OR 503-342-1618. OHIO: Satco U.S.A., New Philadelphia, OH, Nat'l 800-362-8619, Ohio 800-362-6781. FLORIDA: United Communications Supply, Tampa, FL 813-971-1648. UTAH: Video Link, Salt Lake City, UT 801-278-2878. TENNESSEE: Cox Enterprises, Rockwood, TN 615-354-3471. CANADA: Ground Control, Concorde, Ontario 416-669-6366, Satellite Systems Ltd., Burnaby, B.C. 604-430-4040. Videosat Canada LTEE, Charney, Quebec 418-832-4621. TEXAS: Morgan Satellite Systems, Hughes Spring, TX 214-639-7517.

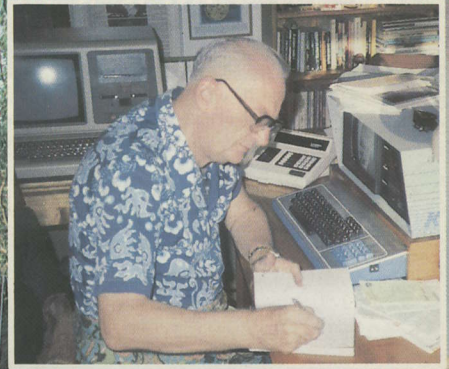


# Arthur C. Clarke: A Brilliant Prediction

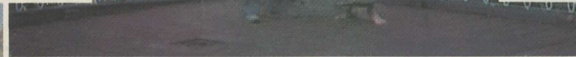
The 4.8 meter under construction.



Arthur Clarke in his study.



Arthur C. Clarke (r.) with David Johnson of Paradigm and the new 4.8 meter Paraclipse.



12 years before the launch of Sputnik, 17 years before the first communications satellite and some 30 years before the first experimental broadcast satellites, Arthur C. Clarke published his now famous technical paper in the British scientific journal *Wireless World*.

In his article titled "Extra Terrestrial Relays" Clarke described with near perfect precision the very same telecommunications satellite system we use today. For his brilliant theoretical work, Clarke has received awards and honors from all over the world. The Clarke Orbit Belt is named for him.

In November of 1983 an international group of 29 industry-related people lead by publisher Bob Cooper, traveled from all over the world to Colombo, Sri Lanka where Clarke lives.

For 4 years Bob had championed the idea of industry representatives donating their equipment and energies toward the building of a satellite earthstation at Arthur Clarke's home.

The response from the industry was so unanimous and overwhelming that the gesture soon grew to include two systems for the Arthur C. Clarke Center for Modern Technologies at the nearby university, in addition to the system for Mr. Clarke's home.

We at Paradigm Manufacturing feel especially proud about being asked to participate in the journey and at having our equipment chosen as the hardware to be installed at Arthur C. Clarke's home.

**Paraclipse**  
HIGH PERFORMANCE  
SATELLITE TELEVISION SYSTEM